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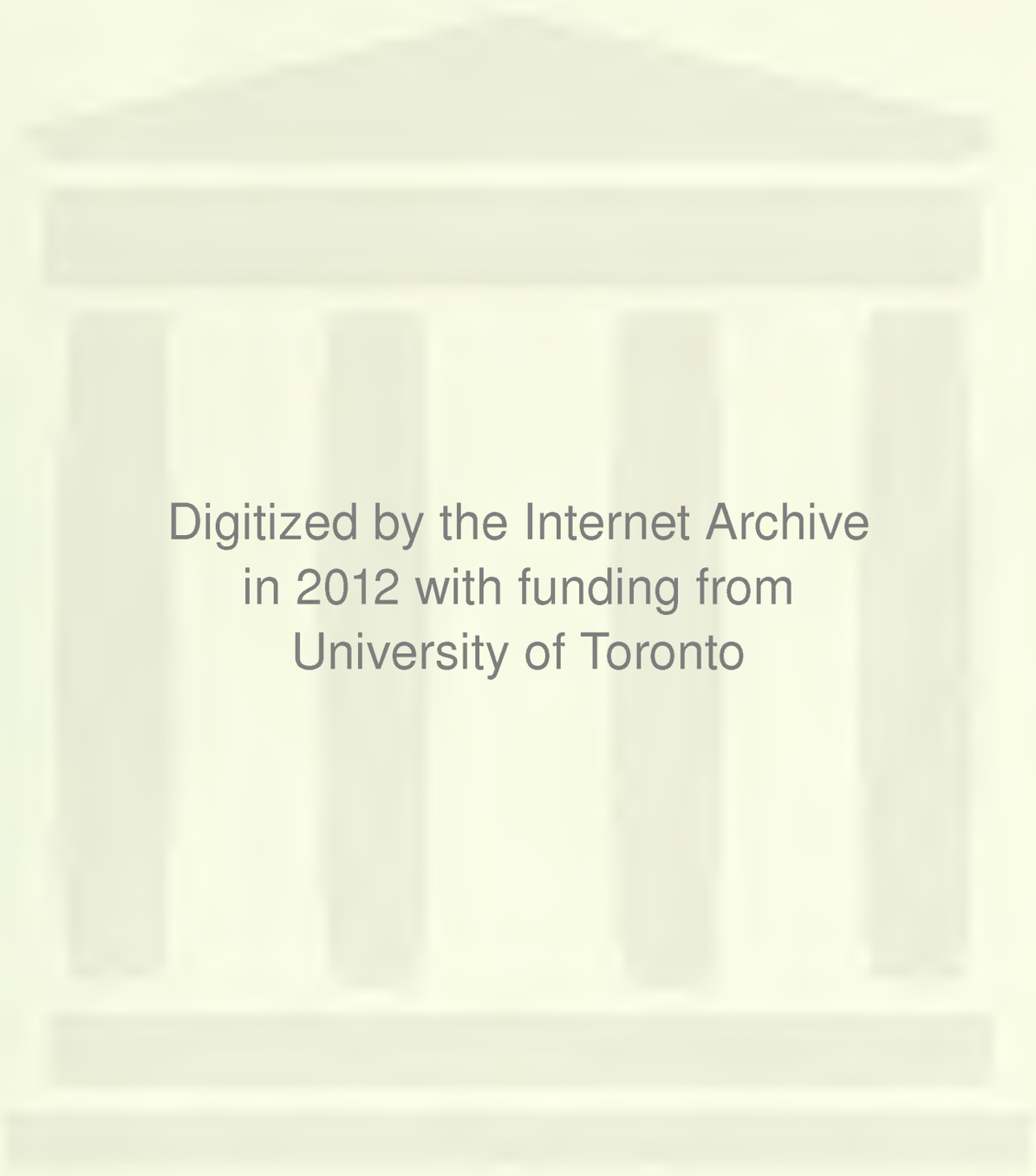
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FEATURING—THE SELLING OF CONDIMENTS

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVIII. PUBLICATION OFFICE: TORONTO, JULY 3, 1914. No. 27

Princess *of the* Kettle

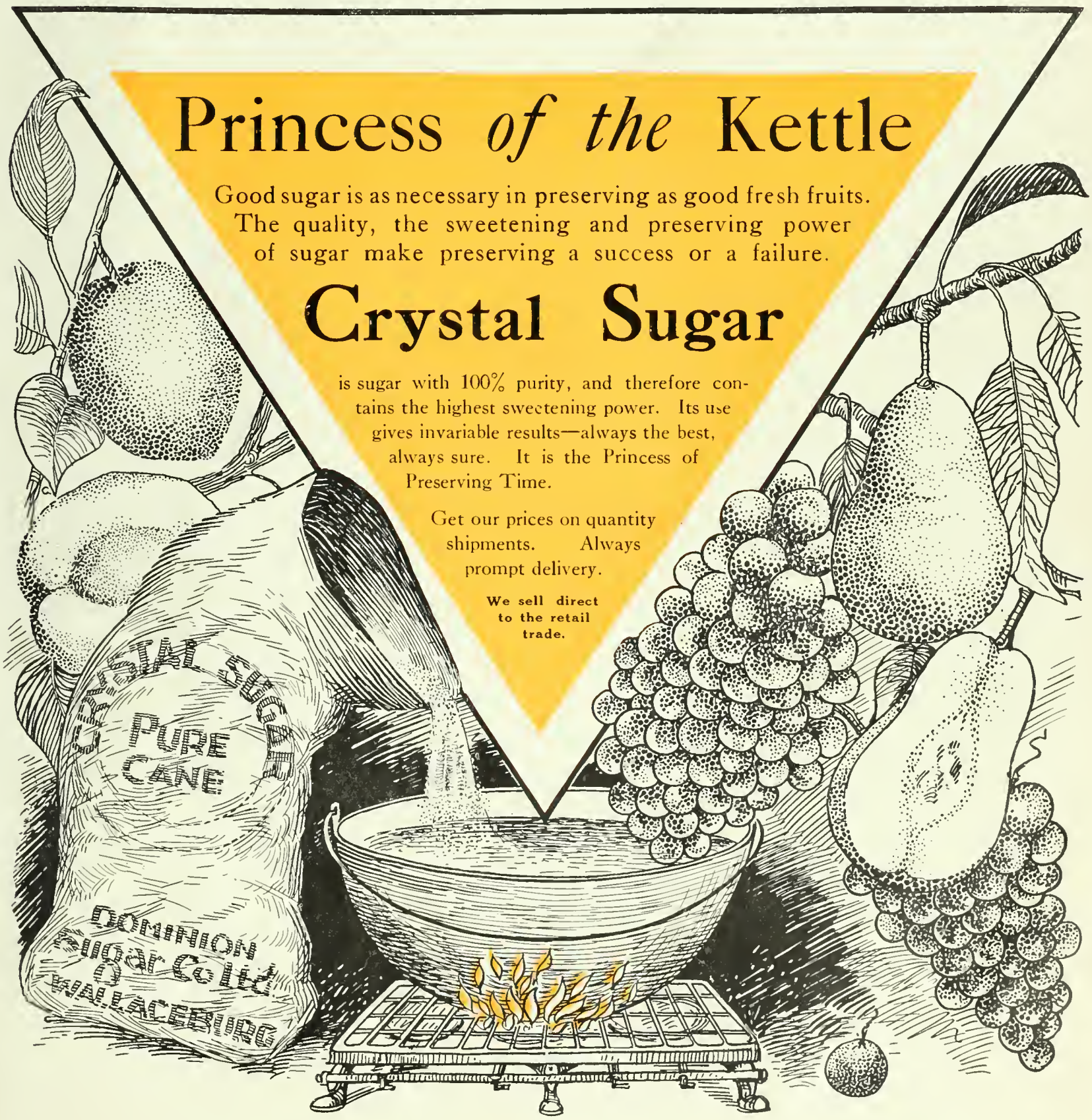
Good sugar is as necessary in preserving as good fresh fruits. The quality, the sweetening and preserving power of sugar make preserving a success or a failure.

Crystal Sugar

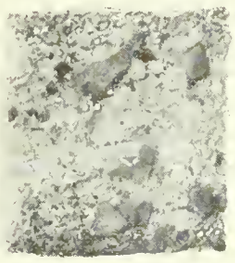
is sugar with 100% purity, and therefore contains the highest sweetening power. Its use gives invariable results—always the best, always sure. It is the Princess of Preserving Time.

Get our prices on quantity shipments. Always prompt delivery.

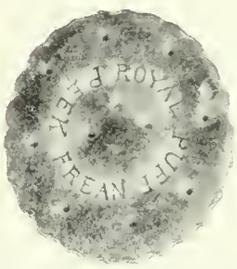
We sell direct to the retail trade.



Ye Billekin.



Prairie Flower.



Royal Lemon Sandwich.

These light P.F. Dainties are exceptional sellers

Their pleasing flavor hits the public taste. Wherever introduced they are a pronounced success. We use only high-grade ingredients and we originate the many popular designs and flavors.

Our biscuits reach your store, fresh and crisp. They are packed in hermetically sealed, air-tight tins. If you are looking for the popular sellers, send to any of our agents for price list and catalog.

PEEK, FREAN & CO., Limited

Biscuit Manufacturers

LONDON, ENG.

AGENTS: British Columbia—The W. H. Malkin Co., Ltd., Vancouver; Alberta, Manitoba, Saskatchewan, Ruttan & Chipman, Fort Garry Court, Winnipeg; Ontario, The Harry Horne Co., 309-311 King St. W., Toronto; Ottawa and Eastern Canada, Frank L. Benedict & Co., 45 St. Alexander St. Montreal.

Registered Design.

Bourbon Choc. Sandwich.

The Connaught.

Do you stock them?

BRASSO.

The BRASSO touch means so much towards lightening the labour and brightening the article. "One touch of BRASSO makes the dull brass bright.' BRASSO is the reliable polish that sells so quickly —do you stock it?

ZEBRA.

ZEBRA is the polish for brightening stoves. The demand for ZEBRA is constant because it is in daily use wherever a polish of perfection is appreciated. Every tin is a tin of QUALITY, this is why there is an ever-increasing demand. It will pay *you* to lay in a stock of this quick selling line.

It will pay you to do so.

RECKITTS (OVER SEA), LTD.,
122 Wellington Street West,
TORONTO

EVERY year shows a tremendous increase in the quantity of *first quality* goods sold on the Canadian market. People who once use goods that are put up with a view to superior quality rather than low price will never go back to using the inferior article. The best goods are always the most satisfactory in the long run, both to dealer and the consumer.

Griffin & Skelley's Canned Fruits and Vegetables

represent the heighth of perfection in fruit and vegetable growing, preparing and canning. They are the safe goods you can handle from your own standpoint, as well as your patrons. We carry a full line.

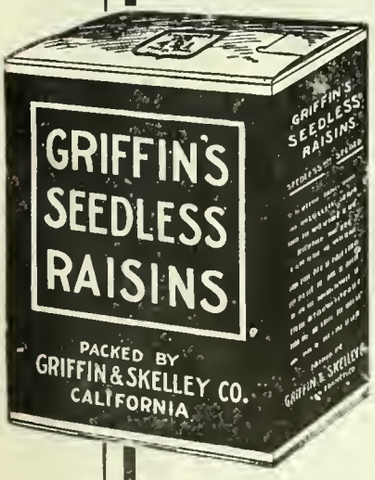
Griffin's Asparagus

Your patrons will enjoy this rich, toothsome delicacy—every bite is a treat. As fresh and tender as if cut from your own garden. Griffin & Skelley's Asparagus is grown on private beds on the Sacramento River, the location of which is unsurpassed for producing the very acme of quality. Get a supply now and display.

Griffin & Skelley's Dried Fruits

are the finest that the world produces. They give the most complete satisfaction, are always fresh, finely-flavored and of a uniform quality.

Griffin's Seedless Raisins



is a distinctly fancy variety of absolutely seedless raisins, cured in the warm rays of "Old Sol," not by artificial heat. They are the most highly flavored, wholesome and the cleanest raisins that you can procure. They are known as the standard for evenness of quality and packing.

Arthur P. Tippet & Co.

Agents

MONTREAL

JOHN BURGESS & SON, Limited

Sauce and Pickle Manufacturers

LONDON, ENGLAND

The firm was established in 1760 and for over 150 years has been manufacturing goods which have stood and still stand

PRE-EMINENT IN QUALITY.

ESSENCE OF ANCHOVIES
Savoy Sauce
M. M. PICKLE
Chutnies
Capers
Fish Pates, Etc.

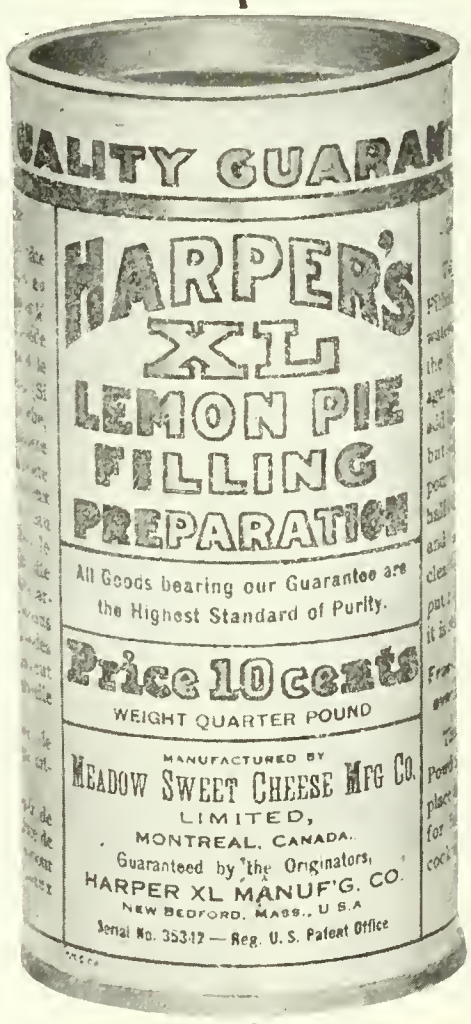
THERE MAY BE GOODS AT LESS PRICES, BUT THERE ARE NONE OF EQUAL VALUE.

Write to or call on the Sole Agents in Canada

DAVIDSON-BOWLES, LIMITED

86 Wellington Street West, - - TORONTO

A welcome substitute for home-made pie filler.



Every one of your customers should have a package of **Harper's X. L. Lemon Pie Filling preparation** on hand to be prepared for an emergency call for Lemon pie. Once used, no woman will ever go back to making her own filling, for the delicious flavor and fine quality of Harper's X. L. cannot be equalled, only by long experience and the best materials.

Retails at 10c per Package.

We make also Vanilla Filler, Chocolate Filler, Gravy Soup Crystals—all at a popular price. Order now.

THE MEADOW SWEET CHEESE MFG. CO., LTD.
Montreal

The STRONGEST SELLING POINT

You can have in food products is

PURITY

This is why there is such an increasing demand for

Pride of Canada

Maple Syrup **Maple Sugar**

The Standard of Quality for all Canada

ORDER NOW!

The Maple Tree Producers' Assoc., Ltd.
58 Wellington St., Montreal

L. H. P. Mackenzie, Toronto; W. L. McKenzie, Winnipeg; Oppenheimer Bros., Vancouver

Be the First!

in your locality to supply customer with the new pack of E.D.S. Strawberry Jam. All orders filled promptly.

We are telling the public

through attractive street car, newspaper and magazine advertising of the purity of E.D.S. Jams, Jellies, Marmalades, Catsups, Drinks, etc. A steady demand is assured. It will pay you to keep a well-assorted supply always on hand.

E.D.S. Products (Government inspected) are 100% pure. They are quality stock that make profitable selling.

Made only by

E. D. Smith & Son
Limited
WINONA ONTARIO

AGENTS:

NEWTON A. HILL	Toronto
W. H. DUNN	Montreal
MASON & HICKEY	Winnipeg
R. B. COLWELL	Halifax, N.S.
A. P. ARMSTRONG	Sydney, N.S.

Borden's

for people who appreciate quality and convenience

For Camper, Picnicker and Household use, no milk equals Borden's for quality, purity, convenience and economy.

Borden Milk Products are easy to carry, always fresh and make the drink doubly delicious.

Borden's Coffee and Cocoa are refreshing and nourishing; can be prepared in a moment by simply adding hot water. This is the opportune time to feature the "leaders of quality."

Order from your Wholesaler

Borden Milk Co., Limited
"Leaders of Quality"
MONTREAL
Branch Office: No. 2 Arcade Building
Vancouver, B.C.

BORDEN MILK CO. LIMITED
"EAGLE BRAND"
Trade Mark of BORDEN MILK COMPANY LIMITED
GAIL BORDEN
EAGLE
BRAND
by which their PRESERVED MILK will hereafter be designated and for additional protection against imposition each Label will bear the signature.
Gail Borden
BORDEN MILK COMPANY LIMITED
MONTREAL, CANADA.

JAPAN TEAS

Furuya & Nishimura
Montreal

Surplus Onion Setts for Planting

We offer surplus of our extra fine stock as below, subject to previous sale. Wire your orders at once.

ONION SETTS.

Dntch Setts, Yellow	$12.00
Dutch Setts, White	13.00
Dntch Setts, Red	12.00
White Multipliers (extra fine)	18.00
Shallots or Mnltipliers	8.00
Garlic Setts	15.00

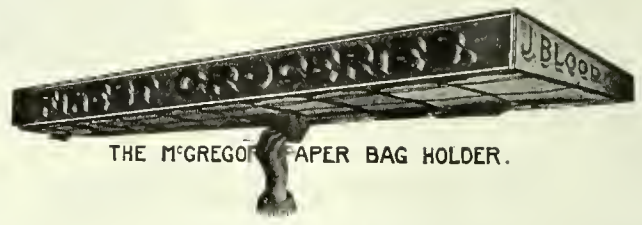
Spread yonr Onion Setts out thinly in a cool, dry place promptly on arrival, and prevent heating and growth.

Write ns for anything you need in Seeds.

Toronto Phone Main 1510.

WM. RENNIE CO., LIMITED, TORONTO

A store convenience — costs little — gives big service



Holds every size bag from ¼ to 10 lbs. Always ready. Saves time, space and waste of bags. Supply of bags is laid in the top; one by one is secured as required. The most practical bag holder made. You cannot afford to be without one. Write for Prices and detailed particulars.

For sale by all first-class jobbers or

The O. P. McGregor Paper Co., Limited

411 Spadina Ave., Toronto

Goes To The Very Bottom And Removes The Dirt

without in any way injuring the daintiest fabric either by discoloring or deteriorating the fabric.

WONDERFUL SOAP has that loosening quality which is so desirable in washing soaps and which is a strong point of talk when introducing this soap.

Think this over and send for a sample lot. It will pay you.

The Guelph Soap Co.

Guelph, Ontario

The new pack of Strawberries, place your order now

The new, fresh Furnivall's Strawberry Jam is made of clean, fresh-picked fruit and pure cane sugar, with the aid of most improved facilities. Every step in the making is supervised by an expert with nearly 20 years' practical experience.

Furnivall's FINE FRUIT PURE JAM

is superb. Your customers will appreciate this quality line.

Order now from your wholesaler.

Furnivall-New Limited

HAMILTON, ONT.

AGENTS.

Montreal, J. C. Chivers; Ottawa, E. Archdeacon; Toronto, Dunn-Hortop, Ltd.; Fort William, W. F. Elliot; Winnipeg, H. P. Pennock & Co., Ltd.; Manitoba, Saskatchewan, Alberta, W. H. Escott Co., Ltd. Offices: Regina, Calgary, Edmonton; B. C. Woodworth, 533 Robie St., Halifax; W. W. Chase, 79 Paradise Row, St. John, N.B.

Carr & Co.'s Carlisle Biscuits

have their own distinct following. People who know good biscuits, use good biscuits, demand good biscuits, are the people who buy Carr's Biscuits.

The mere "say so" that you handle Carr's Biscuits puts you into the front rank of a quality salesman.

For prices, etc., write to-day.

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Limited, Montreal; Dunn-Hortop, Limited, Toronto; Hamblin & Brereton, Limited, Winnipeg, Man., and Vancouver, B.C.; T. A. MacNab & Co., St. John's, Newfoundland.

You can sell

OCEAN BLUE to a customer a second time —she wants it always after trying it once.

A first sale is a string tied to future business —profitable business too!

That is why to-day's sales of

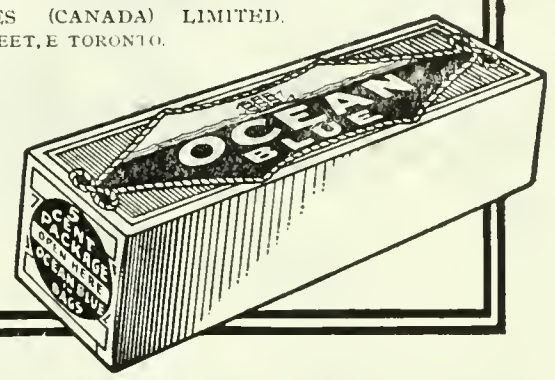
OCEAN BLUE

are larger than ever.

Order from your Wholesaler.

HARGREAVES (CANADA) LIMITED.
33 FRONT STREET, E TORONTO.

Western Agents: For Man., Sask. & Alta., Nicholson & Bain Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For B.C. and Yukon: Donkin, Creeden & Avery, 117, Arcade Buildings Vancouver, B.C.



Cleave's

CELEBRATED

DEVONSHIRE CREAM

Chocolate

A high-grade and up-to-date article, showing an excellent profit and giving increasing satisfaction.

THE CHOCOLATE THE PEOPLE WANT.

Also other new and attractive 5 cent lines.

AGENTS:

MONTREAL—F. Davy & Co., 6 St. Sacrament St.
TORONTO—Mason's Ltd., 25 Melinda St.
WINNIPEG—Hamblin & Brereton, Ltd., 149 Notre Dame Ave. E.
VANCOUVER—Hamblin & Brereton, Ltd., 842 Cambie St.

JOHN CLEAVE & SON, LIMITED
CREDITON, DEVON, ENGLAND

CAN-O-WAX

a household necessity

A pure refined paraffine wax, sweet and clean. A very profitable seller during the preserving season.

Can-O-Wax makes an absolutely air-tight seal for Jelly, Canned Fruits, Catsups, Sauces, etc., in jars, bottles or glasses. The long, round sticks insure convenience and economy.

For laundry use it is indispensable, makes clothes white (no bleaching), will not injure the finest fabric. Costs little, saves much.

Let us send you a sample tin. Sold through the wholesale trade.

CANADIAN OIL COMPANIES, Ltd.

Toronto, Ont.; Winnipeg, Man.; Montreal, Que.; St. John, N.B.; Halifax, N. S.; Regina, Sask.; Calgary, Alta.; Nelson, B.C.

The good old

T & B

Myrtle Cut

Without a doubt you have scores of customers who go out of their way to buy their tobacco from the tobacconist and who would give you this patronage as readily if you handled such favorite blends as Tuckett's "Myrtle Cut," "Orinoco" and "Our Seal." For a real live tobacco department which will make money for you without taking up much floor space or involving a big outlay for stock, try these three lines. Myrtle Cut is the tobacco your pater smoked and appreciated

Your wholesaler has it.

TUCKETT LIMITED

HAMILTON, ONT.

Ready for the summer outing and picnic trade with

"DISTIL" CoffeeExtract?

Order now and save 25c. doz.

This coffee extract has won 22 highest awards for purity and flavor. It makes a delightful cup of coffee for any and every occasion—used the year round but especially fine for outing and picnic purposes.

Introduction price—
5-oz. bottles, $1.40 doz.
Packed 4 dozen to case.

The 10c. size, 6 doz. to case, $5.70

The Harry Horne Co., Toronto

309-11 King St. West, Canadian Agents

Made at London, Eng., by The DISTIL MFG. CO., Ltd.

ADS AND SALES

By HERBERT N. CASSON

A Study of Advertising and Selling from the Standpoint of the New Principles of Scientific Management

Something in it for Every Advertiser, Advertising Manager, Corporation, Salesman, Sales Manager, American Business Man.

CONTENTS

Chapter
I. Can the Principles of Efficiency be Applied to Sales?
II. Efficient Salesmanship
III. A Sales Campaign—How to Start It
IV. Face to Face Salesmanship
V. The Evolution of Advertising
VI. The Weak Side of Advertising
Chapter
VII. The Principles of Efficiency Applied to Advertising
VIII. The Building of an Advertisement
IX. An Analysis of Current Advertising
X. The Future of Advertising
XI. Public Opinion
XII. The Professional Outsider

PRICE, $2.00 NET

Postage, 13 cents additional

TECHNICAL BOOK DEPARTMENT

MacLean Publishing Co.,
143-149 University Avenue, Toronto

WE have an interesting announcement to make within the course of the next few weeks regarding Peas. Wholesale travellers will supply you with information.

DOMINION CANNERS LIMITED, Hamilton, Ont.

Agents wanted.

This Compact Little Register

does BIG work

The **Beverly** one-writing account register is made in sizes to suit all requirements. The 100-account **Beverly** measures only 16x8 inches, easily stored in safe or carried wherever required.
It is very compact, a real time-saver and help to the retailer—makes collections regular. In fact, it will do everything that any high-priced register will do.

Write for booklet to

Lance & Culp,

Can. Sales Agents, 22 Adelaide St. E., Toronto

Manufactured by

The Beverly Register Co., Picton, Ontario

Richards
QUICK NAPTHA
THE WOMAN'S SOAP

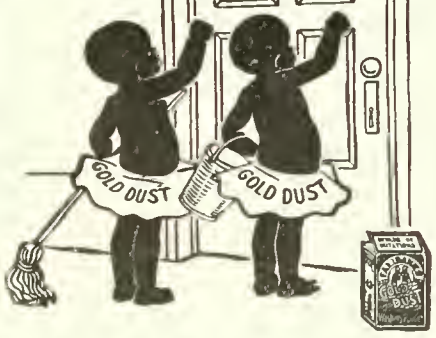
A Profitable Buy for Both The Dealer and Consumer

The Richards Pure Soap Co.
Limited

Woodstock **Ontario**

THE NAME "FAIRBANK" MEANS SOAP SURETY

Opportunity is Knocking at Your Door



"Let the GOLD DUST TWINS do your work"

GOLD DUST

saves work for your customers by its cleansing power, and GOLD DUST advertising saves work for you by its selling power. One is as searching as the other—just as GOLD DUST itself goes into every nook and corner of the household after dirt. GOLD DUST advertising goes into every corner of the country after customers and sends them to your store.

"Let the Gold Dust Twins do your work."

The N. K. Fairbank Co., Limited
MONTREAL

Swiss Dairy Brand MILK

(Manufactured in Ireland)

The price is down to

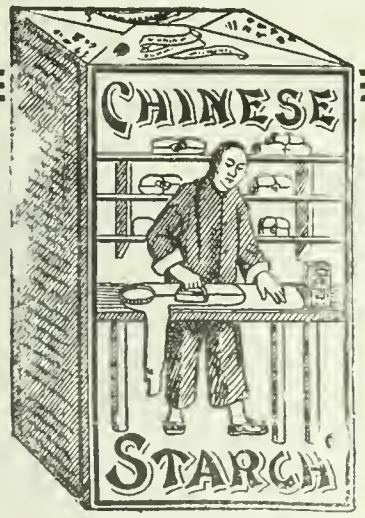
$3.60

per case of 48 tins

Order from your Jobber

Kirkwood & Sons

TORONTO



Profitable goods make you a permanent customer of the firm from whom you buy them. Your customers have the same attitude towards you.

CHINESE STARCH

is a profitable line for you to carry, because it is a ready seller, enabling you to turn your stock quickly.

Chinese starch satisfies in every way; your customers are bound to be pleased with the excellent results obtained from its use and they'll come back for more.

Freight prepaid on order for two cases or more.

Ocean Mills, Montreal

FROM COAST TO COAST

You can now obtain fresh supplies of

McVitie & Price's

HIGH-CLASS

BISCUITS

from the following appointed Agents:—

Nova Scotia: C. E. Choat & Co., Halifax, N.S.

Quebec and Ontario: C. H. Cole, 501 Read Buildings, Montreal: C. H. Cole, 33 Front St. East, Toronto.

Manitoba and Saskatchewan: Richards & Brown, Ltd., James Street, Winnipeg.

Alberta: Campbell, Wilson & Horne, Ltd., Calgary: Campbell, Wilson & Horne, Ltd., Lethbridge: Campbell, Wilson & Horne, Ltd., Edmonton.

British Columbia and Yukon: Kelly, Douglas & Co., Ltd., Vancouver; Kelly, Douglas & Co., Ltd., Victoria; Kelly, Douglas & Co., Ltd., New Westminster; Kelly, Douglas & Co., Ltd., Prince Rupert.

General Canadian Representative:
Mr. Sidney Owthwaite, 501 Read Buildings, Montreal.

McVitie & Price, Limited

EDINBURGH and London

57 H·E·I·N·Z 57

Increase Your Sales and Profits

PERSISTENT national advertising keeps *Heinz 57 Varieties* selling and makes two profits grow where only one grew before. Standard advertised articles carry with them a double guarantee—sure quality for the consumer, and steady sales for the merchant.

Our Grocers' Service Department works to help you get all the sales which our Quality plus Advertising is constantly creating. Ask our salesman what we are doing along this line or write to us for full information.

H. J. HEINZ COMPANY

PURE FOOD PRODUCTS

PITTSBURGH, U. S. A.

57 H·E·I·N·Z 57

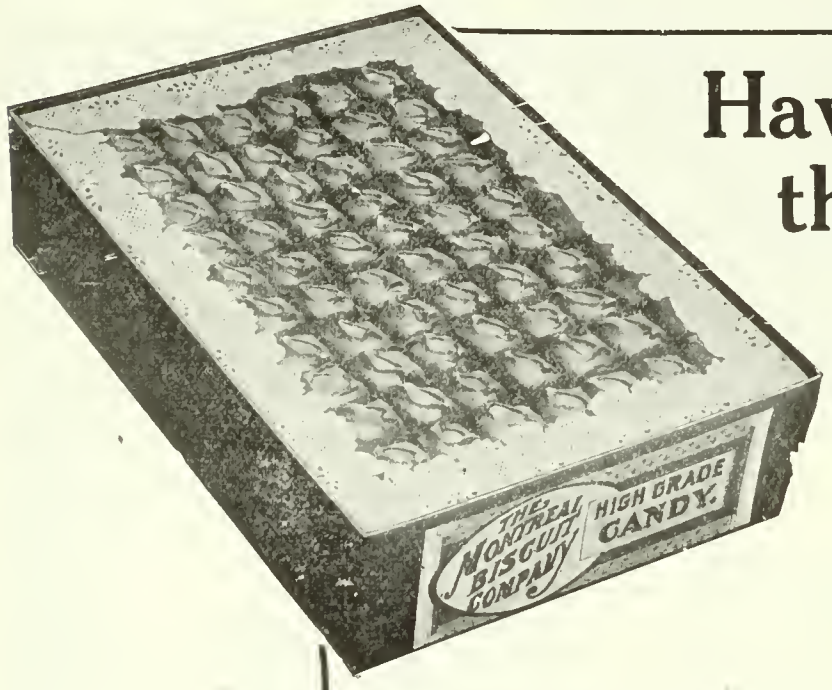
Old England's Healthful Drink

The most healthful drink of Old England is KOPS ALE, brewed from fine Kentish Hops. It is in big demand in all parts of the world, and particularly in the Daughter States.

Kops Ale or Kops Stout

Will be found the best for luncheon or dinner and are refreshing and stimulating at any time. They have a fine, bitter taste, but are entirely free from anything of an injurious nature. THEY ARE ABSOLUTELY NON-INTOXICATING. Good for all the year round.

KOPS BREWERIES, London, S.W., England



Have your customers the "BORDO" taste?

—the taste that mounts high in the order of "good things" in confectionery —the taste that works magic for any grocery candy department.

"Bordo" Chocolates are distinctively different, being made from the finest grade materials, worked and blended in a way that gives "Bordo" alone that delightful flavor and makes them builders of regular business.

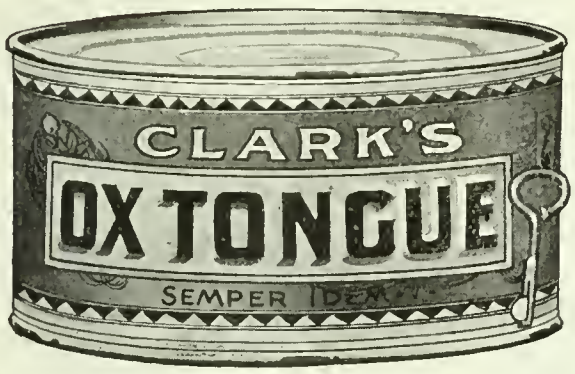
Order a trial box of " Bordo " to-day and get the " Bordo " taste started.

"Bordo" Chocolates show a profit of 60%.

The Montreal Biscuit Company

The Originators **MONTREAL**

CLARK'S OX TONGUES



Deliciously cured. Perfectly cooked. The most suitable delicacy for your better class trade.

Sizes ½, 1, 1½, 2, 2½, 3, 3½ in tins.
1½, 2 in glass.

LUNCH TONGUES

½, 1, 2 in tins. In glass No. 1 size only.

Finest selected tongues, prepared to a nicety. A high-class cold dish at a moderate cost.

N.B. The supply of both Ox and Lunch Tongues is limited and you will do well to order

NOW

W. CLARK, LIMITED, MONTREAL

1914 CROP APRIL PICKINGS JAPAN TEA

—the finest sample that comes to Canada, packed by Hellyer & Co., expressly for our trade in 50-lb. boxes and 85-lb. half-chests, to retail at 50c. Branded Tartan Fancy Leaf.

Also 200 half-chests Rob Roy Japan packed by the same firm, to retail at 25c.—the cheapest Green Tea in the world.

Samples on application, or you can consult our travellers.

BALFOUR, SMYE & CO., Wholesale Grocers, **HAMILTON, ONT.**

Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste 'Bluenose' yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax, - N.S.

Sure!

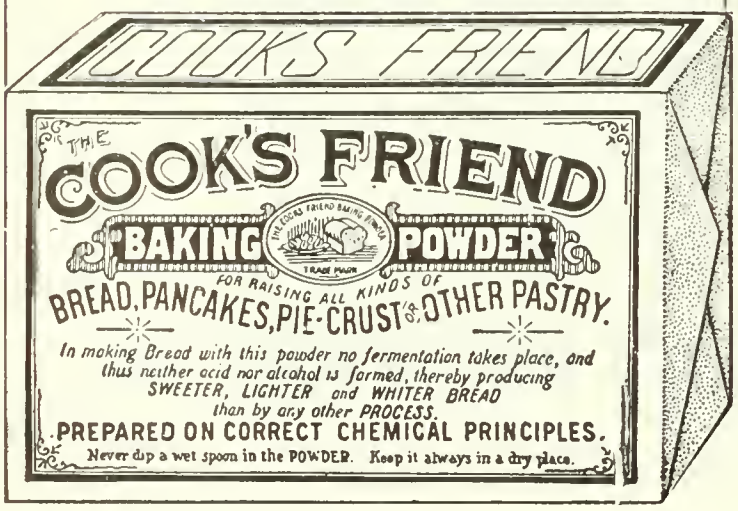
It pays, and pays you well, to sell

Cook's Friend

the Baking Powder that has been the leader for over 50 years.

Always reliable. Absolutely pure.

W. D. McLAREN, Limited, Montreal


COOKS FRIEND
THE
COOK'S FRIEND
BAKING POWDER
TRADE MARK
FOR RAISING ALL KINDS OF
BREAD, PANCAKES, PIE-CRUST & OTHER PASTRY.
In making Bread with this powder no fermentation takes place, and thus neither acid nor alcohol is formed, thereby producing SWEETER, LIGHTER and WHITER BREAD than by any other PROCESS.
PREPARED ON CORRECT CHEMICAL PRINCIPLES.
Never dip a wet spoon in the POWDER. Keep it always in a dry place.

Consistent Smokers

will tell you—after giving Rose Quesnel and Master Mason Smoking Tobaccos a trial—that for a pleasing and satisfying smoke these tobaccos are unsurpassed. They have tried other brands and they know.

Only the finest blends of tobacco are used in the production — they are sweet, fragrant, pure.

Your tobacco department will be a greater success with the addition of these lines. Sales are easy to make, and the profit makes it worth while.

The **Rock City Tobacco Co.**

Quebec Winnipeg

STRAWBERRY RIPE

is the interesting call just now. You can guarantee success to your customers in putting down their fruits by selling

St. Lawrence Ganulated

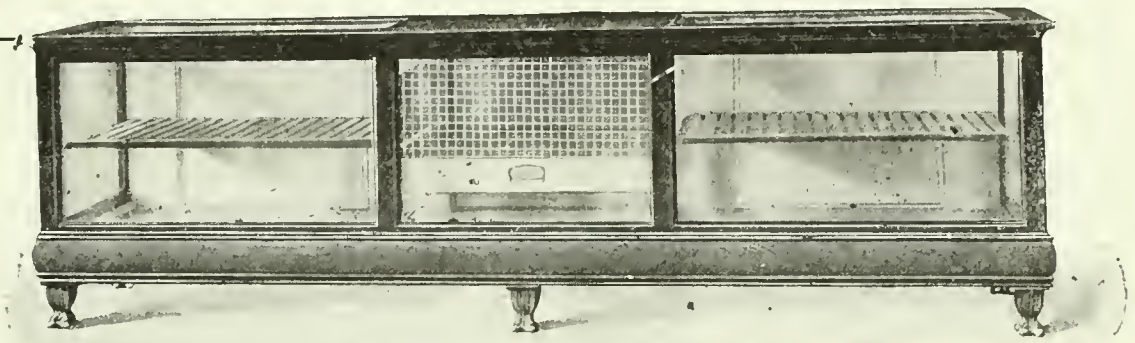
The Sugar that is 100 per cent. pure cane.

Arctic Refrigerators and Silent Salesmen

promote better business

They cut out the waste by spoilage, give the store a more progressive appearance and encourage the better trade. They embody the dry, cold circulating air system of refrigeration.

Catalogue sent on request.



John Hillock & Co., Limited
TORONTO, ONT.

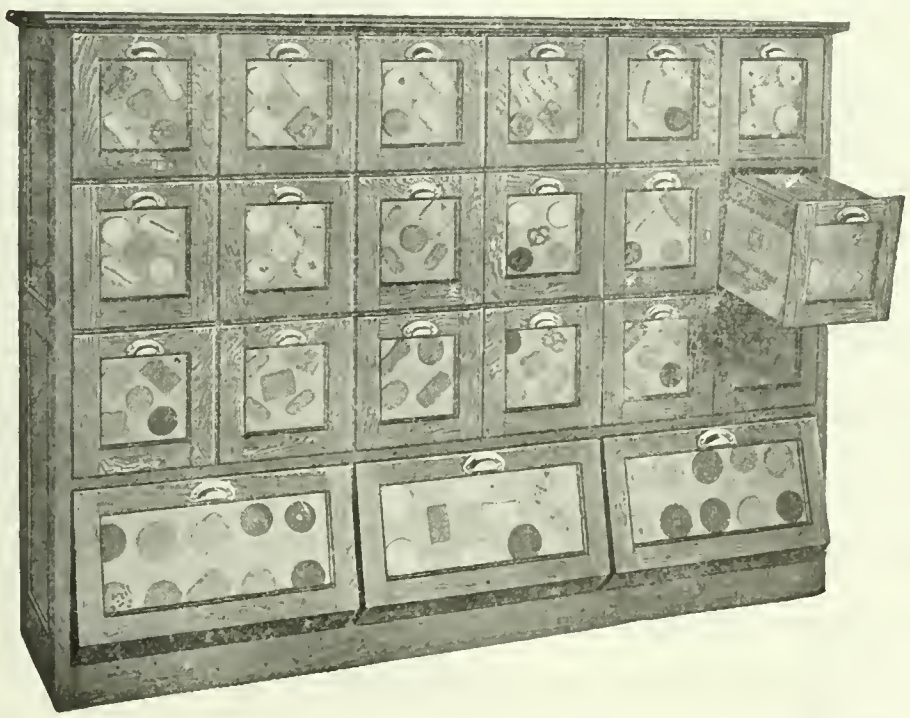
Agents: Quebec and Maritime Provinces: Wolf, Sayer and Heller
Western Ontario: J. H. Galloway & Co., Hamilton

Standard Biscuit Case

In Sectional Lengths

makes provision for not only your tins, but also large wooden cake boxes which you find difficult to place and show contents to advantage.

This case shown is 6′ long and 54″ high, having 3 large patent roller bins in base, with bevel front to display cakes or contents of large cake boxes, and above this glass display oak front slides, fitted with rollers to insure easy running, show your stock of cakes in tins. Every large bin in base adds two feet to length of case.



Stock lengths are 6′, 8′ and 10′, but may be made to order in any length and also fitted with shelving to match regular fixtures. Made in oak to match your fixtures and sell your cakes.

Walker Bin & Store Fixture Co.,

LIMITED

Berlin, Ontario

Representatives:

Manitoba:—Watson & Truesdale, Winnipeg, Man.

Sask., Alta., and Eastern B.C.:—North-West Specialty Co., 226. 3rd Ave., Saskatoon; 111 Howard Ave., Edmonton; 110 Eastman Chambers, Regina.

Vancouver, B.C.:—R. J. Borland, 1105 Pacific Street.

Montreal:—W. S. Silcock, 33 St. Nicholas St.

Maritime Provinces:—R. R. Rankine, 46 Adelaide St., St. John, N.B.

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and exten ds from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

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CHARLES H. COLE
Agent for McVitie & Price, Jas. Pascall, T. W. Beach, Johnston-Baird Co., etc.
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Montreal Office: 501 Reade Bldg.

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CEREALS
TORONTO, - - - - - CANADA.
Rolled Oats, Oatmeals, Rolled Wheat, Split Peas, Pot and Pearl Barley, Graham Flour, Buckwheat Flour, Potato Flour, Wheatlets, Cornmeal, Lentils, Beans and Peas, Domestic and Imported; Sal Soda, etc., etc. Write for prices and samples, carloads and less.

"Canned Foods Ltd."

W. H. Millman & Sons
General Sales Agents for Canada

Your card in our MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY pages will keep you in touch with every manufacturer at home and abroad, who is looking for agents to represent him in Canada.
Many of the best British and foreign agencies in Canada have been secured through the cards on these pages.

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Excellent connection with Grocers, Druggists and Confectioners—wholesale and retail.
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Branches Covering All the Wholesale Centres in the West

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Importers and Manufacturers' Agents.
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We call on the Jobbing and Retail Trade.

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P.O. Box 1812.

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757-759 Henry Ave., WINNIPEG

Ruttan, Alderson & Lound, Ltd.
Successors to
RUTTAN & CHIPMAN
Commission Brokers
WINNIPEG. MAN.

BRITISH COLUMBIA.

The Campbell Brokerage Co.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
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O'Loane, Kiely & Co., Ltd.
Wholesale Grocery Brokers and Commission Merchants. Canned Goods, Dried Fruits, Cereals and Grocers' Sundries, Buyers' and Sellers Representatives and General Agents. Inspectors and Shippers of Canned Salmon. Trackage, common and cold storage warehouse facilities.
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I am open for a few more agencies, and can handle them to advantage.

Have You a Line of Candy Gross Goods?

CLAUDE BEAUCHAMP

223 Commissioners St., Montreal.

The

Condensed Ad.

page

will interest you

Mathieu's Nervine Powders

MATHIEU'S
NERVINE POWDERS
For Headache and Neuralgia
Contain no Opium, Morphine or Chloral.
One powder will relieve and a few powders will cure you,
If you have a bad headache,
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If you have LaGrippe,
If you suffer from neuralgia
These powders are very good for children cutting their teeth.
18 Powders for 25 cents
DIRECTIONS

are a simple but effective remedy in all forms of headaches—a remedy which every merchant can recommend as a quick and sure cure.

Try *Mathieu's Nervine Powders* yourself at our expense as per coupon attached, if you don't know them and are a sufferer from headaches.

As a remedy for colds and bronchial troubles Mathieu's Syrup of Tar and Cod Liver Oil has become famous and this sister preparation —Nervine Powders—is rapidly winning its way.

The
J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—

Name .....
With (Name of firm) .....
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City or town .....Prov.....

ARE YOU SHARING

with us the steadily growing popularity of

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ORDER FROM

Frederick E. Robson & Co., 25 Front St. E., Toronto, Ont., Canada,

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CRESCENT MFG. CO.
SEATTLE, WASH.

BRAND **STUHR.**

STUHR'S

CAVIARE

FILLETED ANCHOVIES

In Brine).

ANCHOVY PASTE

(In Tubes).

Sold by all High-Class Provision Dealers.

C. F. STUHR & CO., Hamburg.

Don't Miss Seeing the

Classified Opportunities

on page 63

OAKEY'S

The original and only Genuine Preparation for cleaning cutlery.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

You make a worth-while profit on BEE BRAND LINES

And your customers get better value for their money.

The moderate price of BEE BRAND STARCH and BORAX will induce economical housewives to buy. The high quality will bring them back.

Bee Brand Starch is prepared from a special formula, gives a high polish, and will not stick to the iron.

You should get these profitable lines working for you.

FORBES & NADEAU, Montreal, Que.

"Vig-Nol" **the handy**

"Vig-Nol" **tablet**

that takes the rub out of wash-day

without in any way injuring the finest fabrics, but practically eliminates the use of the clothes, tearing and wearing wash board. "Vig-Nol" is the greatest labor and expense saver ever introduced to the housewife.

It means a big profit and sure sales for you. Write re special offer.

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Jobbers write for discounts.
Distributors:
Young Co., Ltd., Sudbury, Ont.
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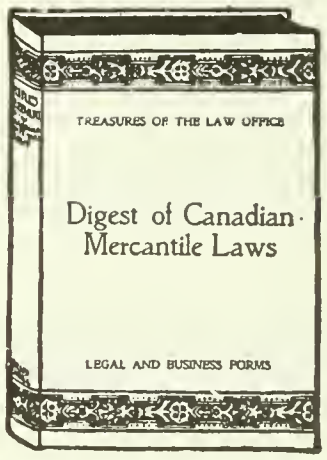
A BOOK THAT SAVES MONEY

"Digest of the Mercantile Laws of Canada"

A READY REFERENCE FOR BUSINESS MEN AND THEIR ASSISTANTS. A GUIDE TO THEIR DAILY BUSINESS



IN RENTING A STORE, PROCURING A LOAN OR COLLECTING A DEBT, THIS BOOK WILL SAVE YOU MANY DOLLARS

No work ever published in Canada equals it for business men. A veritable consulting library on this one line so universally needed. Based on Dominion and Provincial Statutes and Court Decisions. Indorsed by barristers, sheriffs, magistrates and conveyancers.

Below appears a few of the questions it answers. These are picked out at random from the book.

If you endorse a cheque which bank cashes, are you liable to the bank for the amount, if the cheque were forged or raised?—173.

(The figures after each question refer to the section in the "Digest" which gives the answer.)

Can Interest written "one per cent. per month" in a note be collected by "legal process?"—See sections 345, 185.

In going security on a note, what is the difference between writing your name on the face of the paper or on the back?—171.

Why is it that a verbal agreement to buy real estate with, say $100 paid down "to bind the bargain," does not bind either seller or buyer?—451.

If a proposition is made to you by letter and you accept it by letter, do you know the exact time when the contract is closed?—39.

How many years does it take a promissory note, a book account, a judgment or a legacy to outlaw in your province?—356, 359, 360, 367.

How long may the drawee legally hold a draft for acceptance?—209.

If a man, in the presence of witness, makes a verbal agreement to buy a wagon, say for $53, but does not take possession of it, will the sale be binding?—500.

What effect has it on a will if only one person signs it as a witness?—815.

If the wife or husband of a legatee signs the will as a witness, what is the effect?—816.

"A," in paying off a Mortgage, gave mortgagee a marked cheque on which was written: "This cheque is given and received as a full settlement and discharge of Mortgage No.———." Is that a legal discharge?—410.

If a person goes with his hired man to a merchant and says: "Give this man the goods he may need up to," say "$15, and if he does not pay you," say, "within thirty days, I will," will the promise bind him?—110.

If stolen goods are sold to an innocent purchaser for value, can they be taken from him?—513.

How may a person legally add "& Co." to his name, or use any special name other than his own as a firm name, without having a partner?—694.

"B" claims that the Canadian Bills of Ex. Act allows him two days, in addition to the day of presentment, to accept a sight draft, and then three days of grace in which to pay it—six days in all. Is he right?—209, 217.

If you rent a property for a year, the rent payable monthly, and remain on after the year expires, are you a yearly or a monthly tenant?—580, 608.

Can you garnishee a debtor's money deposited in a bank if you know it is there?—885, 295.

Forwarded direct post free on receipt of price.

Keep the book ten days, and if it is not worth the price, return it and get your money back. If remitting by cheque make same payable at par, Toronto. **Eastern Edition, Price, $2.00. Special Western Edition, $2.50.**

To meet the needs of subscribers in New Ontario and the Western Provinces, where land is under The Land Titles System of Registration, an Appendix of 16 pages, containing a synopsis of the Land Titles Acts, has been added to our regular edition, thus constituting a special "Western Edition." Price, $2.50.

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Every *smoker* says

"IT'S GREAT"

Every *Dealer* says

"Forest & Stream

is one of the fastest selling pipe tobaccos I am handling—and the demand is increasing every day."

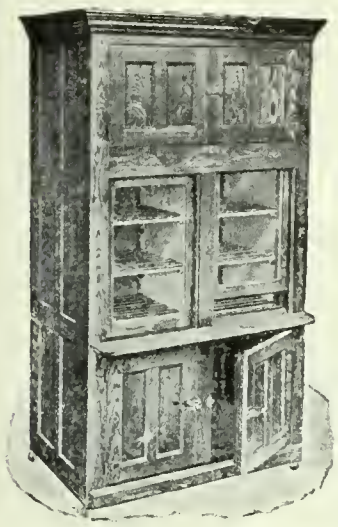
You sell it for 10c. a tin.

Handled by all the Wholesale Trade.

Are You Counted

among the few Grocers in Canada who are struggling along with an inadequate and antiquated refrigerator service?

In these days of keen competition it is the store that gives SERVICE that PULLS. Does **your** store PULL? So far as refrigeration goes—and it goes a tremendous long way — it is impossible to obtain better service than the EUREKA gives. With a EUREKA installed you need fear no complaints, even from your most fastidious customer, and the amount you will save by keeping perishable goods from spoilage will make the installation a gilt-edged investment in every sense of the term. But, remember, to get the Maximum of Service at a Minimum of Cost **IT MUST BE A EUREKA**—the leader for over 28 years.



Take the first step towards eliminating loss by spoilage and send for details of the EUREKA to-day; you will place yourself under no obligation.

EUREKA
Refrigerator Co., Limited
31 Brock Ave. **TORONTO**

GOOD FLOUR

versus

Indifferent kinds

MAKES GOOD BREAD

Choose the best, invest in the best, sell no other kind but the best, and you are sure that your flour sales will improve every day to eventually control the trade in your district, because no discriminative buyer will bother with the inferior, no matter how much cheaper he can obtain it, even at his very door.

Anchor Brand Flour is not an experiment, nor the results of a day—nearly 20 years' experience in Manitoba Hard Wheat products were necessary to attain the high standard that to-day is admittedly the supreme "par excellence." Try it.

Leitch Brothers' Flour Mills
LIMITED

Oak Lake **Manitoba**

The Dunner vs. Knowledge

The dunner or demand of payment of a debt is one of the greatest antagonizers any credit man can use in his business. Even though a patron knows that the debt is perfectly legitimate and the grocer is well within his rights in asking for his money, there is always that feeling of resentment.

Whereas

Knowledge by the customer of his or her indebtedness each time a purchase is made does not offend, but appeals to the customer's sense of fairness to the grocer, whom she knows is in full knowledge of the standing of the account, and is aware that the customer also knows. The result of the dunner is a loss of patronage and a loss of the people's "Good-will," **whereas—**

The McCaskey System

way—the customers'-knowledge way of collecting accounts holds the old patrons and creates new ones. The McCaskey System—"first and still the best," keeps your accounts with but **one writing**—no waste of time, or energy, little or no loss from bad debts. Costs nothing to learn more about this system—a card will do it.

DOMINION REGISTER CO., LIMITED

90-98 Ontario Street, Toronto, Canada

Trafford Park, Manchester, Eng.

THE LARGEST MANUFACTURERS OF CARBON-COATED SALES BOOKS IN THE WORLD

Showing Electric Recorder

To Sell the First Bottle —

YACHT CLUB SALAD DRESSI
and guaranteed
comply with all food la
Tildesley & Co
20 OZ NET WEIGHT
YACHT CLUB
TRADE MARK
SALAD DRESSING
AND
COLD MEAT RELISH.
UNEQUALLED FOR LOBSTER SHRIMP, CHICKEN AND ALL SALADS
PREPARED FROM THE BEST AND PUREST MATERIALS WILL KEEP GOOD IN ANY CLIMATE.
None genuine without above Trade Mark and Signature of
PACKED FOR
Tildesley & Co
CHICAGO, ILL.

YACHT CLUB SALAD DRESSING

A word from you is sufficient. Simply mention—

QUALITY—Very best because only the purest ingredients are used.

CONVENIENCE—No cork to drill and contents to spill. Just the easy tearing of the soft, pliable—yet absolutely air-tight—gold-lacquered aluminum seal. Then, a sanitary screw cap to cover the partly-used bottle.

USE—Yacht Club lightens the housewife's labor. It combines easily and quickly with fresh vegetables and fruits, salmon, shrimp—indeed, there are a hundred ways to use it, and every way is a good way.

Yacht Club Salad Dressing will make a record in your store as a sure-repeater.

W. G. Patrick & Co., Ltd.

Montreal Toronto Winnipeg Vancouver

TILDESLEY & CO., CHICAGO., U.S.A.

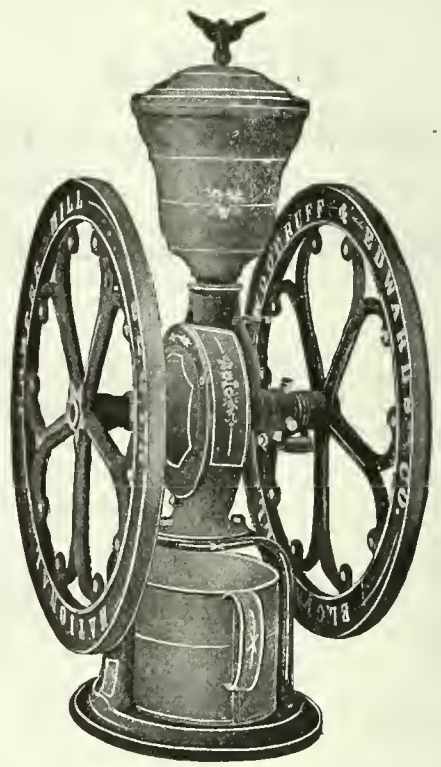
The fastest coffee grinding mill

We guarantee **Elgin National Coffee Mills** to grind **Faster** than any other Coffee Mills of corresponding size.

No Operating Expenses

These features along with lifetime durability and the perfection of the work it does are good reasons why you should install one of the **Elgin Mills.**

The first cost is the only cost and in this there is a saving over the price of many other makes—there is no added expense for operation. A few turns and the coffee is ground.



No. 40

HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
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Woodruff & Edwards Co.

ELGIN, ILL., U.S.A.

Sharp's Kreemy Toffee

Everybody "falls" for its delicious creamy flavor--stock up now

Boys, old boys, girls and old girls all appreciate the delicious rich flavor of Sharp's Kreemy Toffee. This famous old English confection has a world-wide sale, and is especially in great demand throughout Canada.

Many dealers buy it to-day in 50, 100 and 200-lb. lots. It keeps well and sells fast. Order a trial shipment to-day.

Made at Kreemy Works, Maidstone, Eng., by EDWARD SHARP AND COMPANY

Mail your orders direct to our representatives as follows: The Harry Horne Co., of Toronto—for Ontario; Howe, McIntyre & Co., Montreal—for Quebec; Geo. S. DeForest & Sons, of St. John—for New Brunswick; J. S. Creed, of Halifax—for Nova Scotia; Leadlay, Ltd., of Winnipeg—for Manitoba and Saskatchewan; Hamblin & Brereton, of Vancouver—for British Columbia and Alberta.

The 5, 10, 15 and 25c. Sizes of the World's Best Cream Custard.

One Car Load just arrived. Order at once from your Jobber or direct from

The HARRY HORNE CO.

Importers and Brokers

309-11 King Street West, - - - TORONTO

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a Want Ad. in this paper.

Your customers will be delighted with this delicious Meat Patty

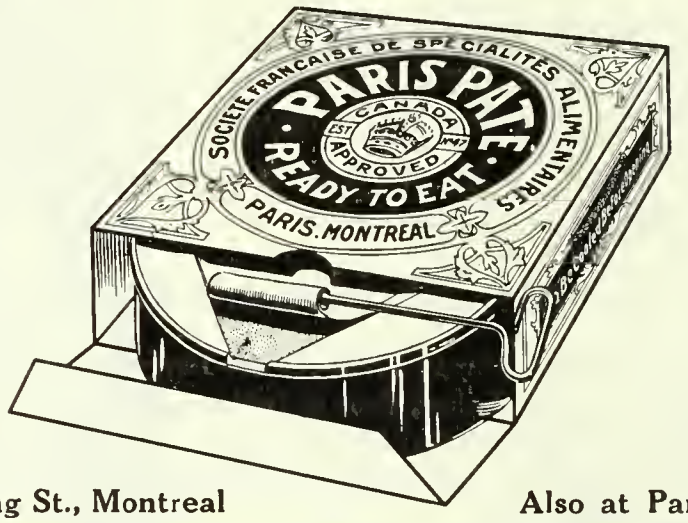
Introduce **PARIS PATE** into your store aud see what a splendid repeat-getting line it is. Grocers all over Ontario and Quebec are busy selling this seasonable, ready-to-eat, cooked meat paste that everybody likes so much. Now is the time when you will find a ready sale for

PARIS PATÉ

PARIS MEAT PATTY

What Paris Pate is:—

Paris Pate is prepared by clever Freuch Chefs from choice, nutritious meats and spices, put up in hermetically sealed tins and cooked by a special process. Just ready to eat—an ideal delicacy for every occasiou—indoor and outdoor. Absolutely pure, wholesome and delicious. Check up your stock *to-day*.



Get in touch with any of these agents:

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Toronto — Maclure & Langley, Ltd.

Ottawa—Provost & Allard.

Kingston—Fenwick, Hendry & Co.

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Prepared by

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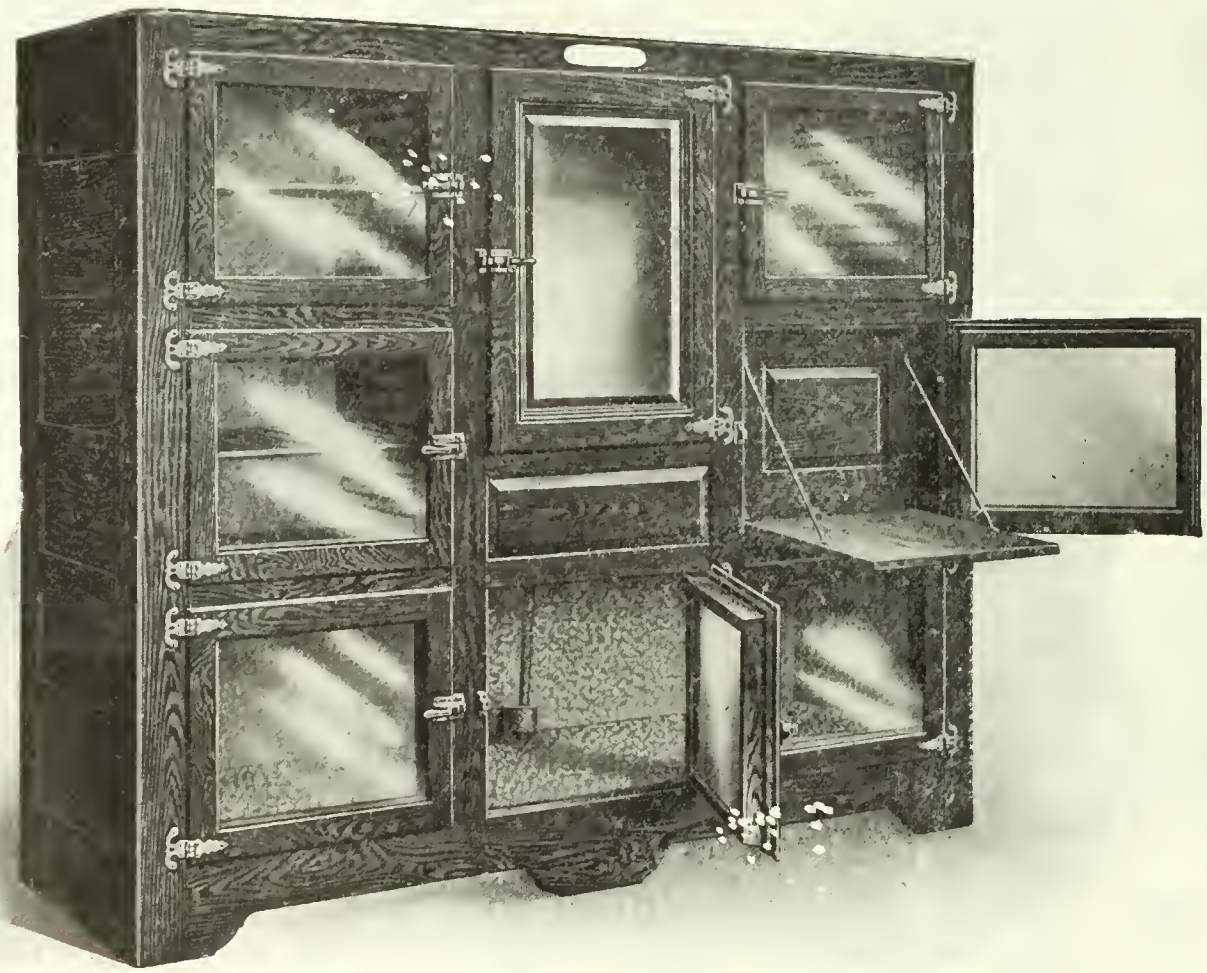

Another "ECLIPSE"

¶ A strictly high-grade refrigerator.

¶ Ice chamber in centre with bevelled plate mirror.

¶ Display windows have two lights, with air space between.

¶ Best insulation. Smallest ice consumption. Handsomest appearance.

RYAN BROTHERS - - - Winnipeg

New Japan Teas

We're now opening up choice lots of new Japan Teas—fine April pickings that please us immensely and we are confident they'll appeal strongly to your best trade. Other shipments are following that will show up equally well. Good margin for our trade, as usual. Wait for our traveller if you like, but better let us send you on some of this choice April leaf, anyhow, before it's all gone.

Melagama Tea

One of the nicest package lines you can handle—appeals to the people who want the right goods and they're the people worth selling to. Well-advertised and quality always the same. May we send you a parcel?

Minto Bros.

Limited

45 East Front Street

TORONTO

Sales Guaranteed

Have you heard how Minto Bros. Limited guarantee sales on their branded goods—Melagama Tea, Melagama Coffee and Minto Tea? There's a story full of satisfaction to you in the telling of it. Ask us or our traveller.

For 90 Years

"Bertrand"

(see it on the label)

has stood for all that is best in Macaroni, Vermicelli, etc. Bertrand's contains no maize or rice flour.

Order from your wholesaler, but insist on Bertrand's, the Macaroni which has been prepared by three generations of Bertrands, and the uniform quality of which can always be relied on.

Your Wholesaler will Supply You.

Henri Jonas & Co.

MONTREAL

Sole Agents Canada and U.S.A.

Don't Buy "An Electric Coffee Mill"

Buy a COLES GUARANTEED ELECTRIC MILL

There's a tremendous difference — as great as there is between an unsigned check and a signed one.

When the name COLES is on your mill you're certain it's "right."

Have you a copy of Catalogue 913C?

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

COLES MANUFACTURING CO.

1615 North 23rd St. **PHILA., PA.**

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.

—*the new appetizer*

Colman's SAVORA

This preparation is modern in every sense of the word. A brand new taste that meets every demand of the connoisseur for a condiment for meat, fish, salad, etc.

"Savora" has a delicious flavor and a delicate aroma that adds zest to the dinner.

Send for a trial order to-day.

Magor, Son & Co., Limited

AGENTS FOR DOMINION OF CANADA

403 St. Paul St., Montreal **30 Church St., Toronto**

Peter, Peter, Pumpkin Eater,
Had a wife and couldn't keep her
Better food in vain they sought,
Till Crown Brand Syrup Peter bought.
Now they eat it all the time
Think it great and say it's fine!

Crown Brand Corn Syrup

This pure food costs so little and goes so far that its merits should be known in every household. Spread it on bread when the kiddies want a "piece." Serve it with pancakes and fritters. Use it to sweeten puddings, pastry and cakes. ¶ Most delicious taffy and candies can be made with Crown Brand Corn Syrup.

¶ Our Free Recipe Book tells of numerous economies its use will effect in the kitchen. Send for a copy. Address Montreal Office.

PETER'S PUMPKIN PIE

1 Pint Milk.
3 Cups Strained and Dried Pumpkin.
1 Cup Sugar.
1 Cup Crown Brand Syrup.
3 Eggs (beaten separately).
One half saltspoon Salt
1 Tablespoon each Ginger and Cinnamon.

Beat all together until thoroughly mixed, and bake with under crusts only.

The Canada Starch Co. Limited

Manufacturers of The Edwardsburgh Brands

MONTREAL CARDINAL TORONTO BRANTFORD VANCOUVER

Let Peter Pile Up Profits——

PETER, the famous pumpkin eater—has joined the crowd and now eats

Crown Brand Corn Syrup

He and five of his story-book friends are reminding Kiddies and their parents of this delicious table delicacy, in great big ads.—twice as wide and twice as high as this little reproduction.

More demand—same good profits—how about your stock?

Canada Starch Co., Ltd.

Montreal Cardinal Brantford

CANADIAN GROCER

VOL. XXVIII JULY 3, 1914 No. 27

Onus for Adulterated Foods May be Shifted

Probability of Amendment to Act Which Would Make the Invoice an Important Document—As It Is Now the Retailer is Liable to Fine if He Hasn't Secured a Warranty—Valuable Information to Know.

RETAILERS are liable, as the law now stands, to prosecution and fine under the Adulteration Act, if goods are sold by them as pure if they are not pure, unless they have received from the manufacturer or wholesaler the Government form of warranty. This warranty, while it does not prevent a retailer from being brought into court if the goods sold as pure are found to be adulterated, yet when it is produced in court, it places the onus of the fine on the manufacturer or wholesaler.

Many retailers think the regulations making them liable to fines are unfair, inasmuch as they are often innocently led to believe that goods invoiced to them are pure when they are not. They also maintain, and rightly, too, that if they hold the Government form of warranty, that the goods are pure, they should not have to appear at all in court and bear the brunt even of the publicity given.

Course of Food Inspection.

The retail trade generally know the procedure of the district food inspector. It is his duty to see that adulterated goods are not sold as pure to the consumer. His vocation is to be commended even if some of the Government regulations governing his conduct and the conduct of court cases, are not all so. The inspector goes into the retail store and asks for a purchase of say, "black pepper." According to the law he is entitled to pure black pepper and not a mixture. He divides it into two samples. One of them he ties up, seals and sends to the Inland Revenue Department at Ottawa; the other he leaves on the grocer's shelf. He points out after he has made the purchase that he is the food inspector and tells the object of his visit. If the sample sent to Ottawa is found by the analyst to be adulterated the inspector is notified by a special form of "Certificate of Analysis" which he produces as evidence when he takes the case to the courts. The dealer is then fined by the court unless he has the warranty.

THE OFFICIAL WARRANTY.

The Form of Warranty defined by the third schedule of the Adulteration Act, which is the only form authorized by law, is as follows:—

"I hereby warrant that the undermentioned articles manufactured by myself, or by persons known to me, and sold by me to..... ..... on the dates opposite thereto are pure and unadulterated within the meaning of the Adulteration Act."

Date .....Article .....

Retailers of course know that the Act does not forbid the sale of mixtures or compounds, if these are properly designated on the label of the package containing the article. It is necessary, however, to advise the customer when offering such articles for sale that they are compounds or mixtures, and if then accepted by him the transaction is legal.

It is not necessary that the customer should ask for pure lard or pure pepper, etc., in order that he should be offered the pure article named, as the request for such an article, under its general name, viz: Lard, Pepper, etc., requires that pure goods only should be offered. If a compound or mixed article is sold to the customer without stating its character as such the Vendor is liable to prosecution under the Act.

There is, however, a movement on foot to change the regulations somewhat and if the alteration is made the innocent retailer will stand a better chance of shifting the fine onto the wholesaler or manufacturer responsible. As it is now, when the retailer is asked for "black pepper," he must sell PURE black pepper or tell his customer that it is a compound. But if a wholesaler or manufacturer invoiced him "black pepper" it does not necessarily have to be pure. It is up to him (the retailer) to find out for himself. Innocently, of course, and probably naturally too, the average retailer does not question the purity of this pepper and the result is that when the inspector drops in he gets caught through no "sin of commission" on his own part.

May Come Next Session.

If what Canadian Grocer hears is true, the law in this regard will be changed—possibly next session. The nature of the proposed change is that if an article is invoiced as "black pepper" by the wholesaler or manufacturer it must be PURE. If it isn't pure then the wholesaler or manufacturer will be obliged to say it is a "compound" or "mixture" in the invoice.

If this law came into effect—and it looks as if it would—much of the onus attached to adulterated goods would be put on the manufacturer and wholesaler. The retailer, of course, would still have to appear in court, but if he could produce the invoice to show that the goods were sold to him as "pure" within the meaning of the proposed new law, the party from whom he purchased would have to meet any fine connected with the case.

This change would be something along the lines proposed by D. W. Clark, past-president of the Ontario Retail Association in his annual address to the convention last April. He suggested that the retailer be immune from the fine if the word "pure" was placed on the invoice by the manufacturer.

Honesty in Business the Convention Theme

Associated Advertising Clubs of the World Draw Up Standards of Practice for Each Section — An Advance Movement to Promote More Ethical Business Conditions.

By Staff Correspondent.

TORONTO, July 2.—"Honesty is Advertising" was the theme that permeated every discussion of the many sections of the Associated Advertising Clubs of the World at the mammoth convention held here last week. Advertising men, both buyers and sellers of space, came from Great Britain, from the remotest centers of the United States and from all over Canada to attend this great event.

The Associated Advertising Clubs divided themselves up into sections according to the nature of their work. Thus there was a section for newspapers, one for the trade press, for magazines, for agricultural publications, for printing, for retail advertising, etc., etc. It was the sessions of the last named that were attended by the retail trade. At all of these was a representative of Canadian Grocer. The keen interest shown by those who listened to the various addresses and who lead in the discussions, was a feature. Retailers and retail advertising men came from all over the United States. There were some Canadians present, but there should have been more; and then men from across the sea.

One of the chief results of the convention was the drawing up and adoption of "Standards of Practice" for each section. These "Standards of Practice" are to be guides in the future to both buyer and seller of space. They work for the elimination of misrepresentation in advertising, of objectionable advertising and for the placing of business on a higher plane. The "Standards of Practice" for retailers are given in the next column, and should be carefully perused by all retail advertisers.

STANDARDS OF PRACTICE FOR RETAILERS.

Each head of a Retail Enterprise should dedicate his best efforts to the cause of Business Uplift and to this end should pledge himself:—

1. *To consider, first, the interests of his customers.*
2. *To insist on the courteous treatment of every visitor.*
3. *To permit no misrepresentation.*
4. *To discountenance careless, slurring or offensive statements on the part of the sales people.*
5. *To avoid misrepresentation, or careless indifference to advertising.*
6. *To see that comparison valued in printed announcements are with prices previously prevailing in his store, unless otherwise distinctly stated.*
7. *To avoid the use of such expressions as "Were $10" "Value $10," "Elsewhere $10," "Made to sell at $10," "The $10 kind," etc., where their use would give a misleading impression to the reader.*
8. *To resent strenuously—to the point of withdrawal if necessary—the "make up" of his advertising in a newspaper next or near announcements offensive to good taste or of a debasing nature.*
9. *To demand of each newspaper evidence of the approximate number of its readers (based on copies actually sold), their general location and character and a statement as to how they were secured—by voluntary subscription, by solicitation, by premium or gifts.*
10. *To urge on newspapers that the same care should be shown in admitting advertising to their columns that would be shown in admitting news matter or in expressing editorial opinion there; that the newspaper should feel itself as responsible for the verity and propriety of advertising and news in the columns as for its editorials—always giving assurance that he will welcome just criticism of his own advertising.*

Co-operation with the Retailer.

Many strong points in favor of the manufacturer co-operating with the dealer were elucidated in an address by Louis K. Liggett, of Boston, Mass., president of the United Drug Co.

The subject upon which Mr. Liggett spoke, that of the importance of co-operation on the part of the manufacturer with the retailer for the increase of sales, was one which he, as president of the United Drug Co., was in a position to deal with from the standpoint of a concern which has taken radical steps in this direction. The outstanding feature of his argument for closer relations between the two big business factors was his declaration that the dealer and manufacturer should allow the retailer a good margin of profit; he also demanded the right of the retailer to sell those goods which did return him good profits and argued that switching sales with a customer was not substitution so long as the customer was told what he or she was getting, and so long as the article was as good as the one asked for.

Mr. Liggett explained the basis upon which the United Drug Company has built up its co-operative business all over the continent, and set forth that the backbone of the success of this co-operation was in getting the confidence of the retailer; in this respect his company had been fortunate.

Profit Margin a Big Question.

Getting the confidence of the retailer could be best accomplished by allowing him a good margin of profit. On this point the retailers were becoming educated, and in the next year or so he predicted that the manufacturer who did not give attention to this phase of his business would lose out materially.

There were too many manufacturers who thought they owned the store of the

(Continued on page 40.)

Regular Conferences to Discuss Selling Plans

Plan of a Maissoneuve, Que., Dealer to Increase Business — Recently Opened New Grocery and Hardware Store With Many Modern Fixtures—His Ideas on Service.

I have much pleasure in announcing the opening of my new Grocery and Hardware Store at 515-517 St. Catherine Street (near La Salle), on THURSDAY AFTERNOON, JUNE 4th, when I shall be pleased to be favored by a visit from yourself and friends.
GEO. V. KNEEN.

THIS announcement, which is self-explanatory, was sent in the form of a neat invitation card to the customers and prospective customers of Mr. Kneen, in the city of Maissoneuve, the eastern section of Montreal, and Rosemount. That the invitation was generally accepted was apparent from the crowd that thronged the store when a representative of Canadian Grocer called during the afternoon. The majority of the visitors were women, and they were not merely on a sightseeing trip either; most of them left with arms filled with bundles or left generous orders for delivery. An added incentive for the buying was contained in a quantity of handbills which had been distributed and which contained a valuable prize offer. This was a fine cabinet of silverware, to which was affixed a Yale lock. A key was given for every $2 worth of goods purchased and the person receiving the lucky key that would open the lock was to receive the prize. This resulted in a lot of extra sales in order to secure keys. All the business on the opening day was cash, and the large force of clerks was kept hustling to cope with the requirements of the customers. Every visitor was presented with a bouquet of sweet peas and a bag containing a selection of samples of various foodstuffs. This distribution of samples will doubtless have an effect later on in increasing the sale of the articles given away. Two demonstration booths added to interest of the opening.

The store was nicely decorated for the occasion with potted plants, and the bright new stock was attractively displayed. The clerks were immaculately clean in white duck coats and everything bespoke cleanliness and order.

Began With a "Hallway."

Mr. Kneen started a grocery store six years ago, near his present location. The store at that time was 17 by 38 feet, or as he himself described it, "a hallway." The new store is 85 feet in depth and has a total frontage of 50 feet, of which 25 feet is devoted to the grocery and 25 feet to hardware. The hardware department is a new venture, but Mr. Kneen had to take over the hardware stock in order to get the premises and he has divided the store equally between the two departments and he intends to make them both pay. He has a competent hardware salesman in charge of that department and will devote most of his own time to the grocery.

The fixtures and appliances are all of the most modern type. There are glass-fronted bins for flour, meals, sugar, nuts, etc., with quartered oak shelving above. The shelves are shallow and extend back about half the length of the store. There is a passage behind them and another section of shelves for reserve stock. This back or wall section extends to the extreme rear of the store. This arrangement was decided on owing to a stairway which leads to the upper floors of the building cutting off a portion of the width at the front. It provides a much larger shelf space than would otherwise be obtained. There are two long counters in the forward part of the store, and back of them is a large refrigerator for butter, cheese and meats, etc. Be-

Attractive grocery department in the new Geo. V. Kneen grocery, Maissoneuve, Que. The balcony at the rear is the office.

Front view of the Kneen Store, showing both grocery and hardware departments.

hind this again are the wrapping and order counters and an account register fixture. A meat counter is placed in front of the refrigerator. This has a marble top and glass front and sides. The top contains platters of sliced meats, sausages, etc., and two slicing machines. The lower portion is used for displaying canned meats. The cash register is located at the forward end of the second counter, or about midway in the store. Computing scales are conveniently placed, also an electric coffee grinder which advertises itself. A bread case and cheese case is located just back of the meat counter. Across the back of the front window there is a large silent salesman showcase for confectionery, with an additional glass case on top. also for confectionery.

Case For Cigars and Tobaccos.

A tall glass with curved glass top and filled with cigars and tobaccos is one of the first things the visitor sees on entering. Mr. Kneen's experience thus far has been that more tobacco is sold through being included in the order with other goods than has been disposed of by direct individual sales in the store. This may be due to the fact that there are exclusive tobacconists nearby.

There are several fixtures for displaying biscuits in tins and this is an important department in the business. There is also a permanent fixture for displaying fruits, in a series of bins at the base of one of the biscuit stands in the center of the store.

Uses Self-Measuring Pumps.

Oil and molasses are kept in the basement and are handled by self-measuring devices. The basement extends the full size of the store, and all heavy goods and reserve stock are kept there. All new goods are handled through a rear entrance, and all orders for delivery also go out that way. This saves confusion in the front of the store.

The office is located on a balcony at the rear of the store, which is about fifteen feet in depth. From his desk there Mr. Kneen can see all over both stores. On this balcony there is also a crockery and wallpaper department.

"I believe in giving personal attention to customers and we try to make them our friends," said Mr. Kneen in speaking of his business. This statement of policy was practically exemplified a number of times while Canadian Grocer representative was there; for Mr. Kneen repeatedly excused himself to speak to some newcomer, find out if she had been properly attended to, or to inquire after someone in the family, to tender a bouquet, or open the door—little attentions that go a long way to cement permanent friendships in business.

Mr. Kneen has a staff of fourteen clerks, including three teamsters. This seems to be a large force, but it is necessary for handling the business the way Mr. Kneen goes after it.

"Very few of our customers have telephones," he said, "and we have to send clerks after the orders. The clerks go to the homes for orders just as the travelers for manufacturers or jobbers have to come to me. We wouldn't be in business to-day if we did not go out after the business. The clerks have their various districts to cover and certain days to call. They get the orders and then come back and fill them. In some of the outlying districts they use a team, but for the most part they can cover their ground on foot.

Hold a Weekly Conference.

"Every Saturday night we have a conference when we all get together and discuss selling plans and have an interchange of ideas. This brings the boys together and many helpful suggestions are brought out.

"While we try to do as much cash business as possible, we have to do considerable credit business, but we watch it pretty closely. Many of our customers are in the employ of the railway and are only paid monthly. For these we run monthly accounts. Others settle weekly. We keep a pretty close tab on our credit business. I usually make inquiries and find out if a man gets paid weekly or monthly, and if he is paid weekly we generally insist on weekly settlements, though there are some exceptions. The clerks who get the orders, in many cases collect for one order when they take the next one, and, of course, some of the business is C.O.D.

A 600-Name Account Register.

"We have an account register for keeping our accounts, and I do not believe we would be in business to-day if it were not for that system. We started with a 120-name register and now we have 600, and it will soon have to be bigger. We have certainly found it a great success."

In discussing the question of advertising, Mr. Kneen referred to the value of windows for attracting attention. He also has a mailing list of customers and prospective customers to whom he has been sending circulars letters or handbills occasionally, and he has found them helpful. He is now planning to send out a regular weekly letter in which he can call attention to new lines or special offerings.

He is also a firm believer in the use of price cards in the store and makes it a practice to have neatly-lettered cards prominently displayed. These, he is convinced, help to sell goods. He has also had a permanent demonstration booth built in the store in a commanding position, just inside the door, and purposes having a demonstration of different lines regularly. "They pay the grocer," he stated.

At the Weekly Conference

The Selling Power of the Staff of Henry Lawrence is Well Evidenced by the Demand the Store Created for a New Line of Catsup and Pickles, as Told in This Article.

(Conference No. Six.)

JUST prior to the hour for the weekly conference, which had now become a regular happening in the store of Henry Lawrence, Frank Hastings went over to Tom Pepper, and whispered in his ear: "There's going to be something hot at our little meeting to-day."

Pepper looked up into the face of the head clerk to see if he saw any suggestion of a joke, but there was none.

"What is it?" asked the youth. "Is it pepper this week?"

Hotter than that," Hastings replied. "Haven't you noticed the boss this morning? He's raving made about something; so look out."

Pepper commenced to review his doings of the past week. Was there anything he had done at which Mr. Lawrence might take offence? Ever since these conferences had taken place his employer's face had been radiance itself, for the results had been most gratifying, and Tom claimed not a little credit for the "pull" windows he had devised. In the midst of this reverie the call came to assemble in the office.

Not a clerk spoke. The face of Henry Lawrence was forbidding. This was something new. He sat in his revolving chair, turning this way and that, as though he were utterly oblivious of the presence of his staff. At last he stopped, and, looking across at the meek-faced crowd, he said, punctuating each word with a tap of his pencil:

"This week, we are going to push pickles, catsups, meat sauces, salad dressings and m u s t a r d, but particularly sauces. I'll tell you why."

He reclined in his chair, and gazed at the ceiling for a moment. Having decided on his line of thought, he leaned forward again.

"You know the lines we are carrying?"

The clerks nodded in unison.

"Well, in future we carry them no more. There's a new line coming in, and, by Jove, we've got to show those people once and for all that we are salesmen here. We'll stand no more of their monkey work."

Henry Lawrence reclined again, and the springs in his chair creaked. The clerks looked at one another in amazement, waiting for the next explosion. The chair creaked again. Henry Lawrence had the floor.

"Here we've been pushing those people's catsup all these years, and when I ask for a demonstrator to come here this week, they calmly tell me she is engaged at the store of our opposition in the next street—a firm that has handled their goods only for a twelvemonth. To make matters worse, she is leaving town at the end of the week for a vacation, and before she returns the season will be over. Boys, henceforward we carry a new line of catsup and pickles, and the campaign is now on. We are having a special demonstrator come—Mrs. Ralph, known all over Canada for her skill in this business—and, believe me, if you are with me, we are going to make a big hole in this business."

It was Hastings who broke the clerical silence. Being head clerk, he was considered spokesman for the rest.

"It seems too bad," he began, "that we are compelled to hand over the fruits of our labor to the fellow in the next street. We have taught our customers to like the catsup we are carrying, but the line which Mr. Lawrence is about to introduce is, I believe, a superior one. It simply means that we must reverse our tactics. We all know the weak points of the catsup and pickles we are carrying at present. It will not take you long to see the good points in the new brand. Put these together, and with the reputation this firm has secured for honesty and integrity, we can switch over 90 per cent. of the trade in a week, to say nothing of the new business we shall capture.

"There is another point I should like to touch upon, and it is this: there could not be a more opportune time for changing our line than the present. You all know that this is the time of the year when the average woman's home-made pickles give out, and the vacuum caused by three or four weeks' abstinence, makes her a good customer for the enterprising salesman who can make her mouth water with a talk on pickles or catsups."

Hastings was about to continue, but the proprietor had been worked up to such a pitch of enthusiasm by the sensible sales talk given by his head clerk, he could not refrain from breaking in and giving vent to the thoughts which had been following one another thick and fast.

(Continued on page 34.)

Condiments That Make The Meal More Tasty

¶ In the hot summer time, when you serve cold meats to the family so frequently, a dash of a good tomato catsup or meat sauce, a bit of mustard or a pickle or two adds a much greater zest to the meal. Perhaps your supply is running short. If so, you will be delighted with the lines we are recommending to our customers. They have our guarantee because we have tried them ourselves, and they will make your meal more appetizing.

¶ Here is a partial list:—

Blank Catsup, made from finest of tomatoes and spices, per bottle ..... —c
———, favorite meat sauce, per bottle ..... —c
Blank's Worcestershire Sauce, gives an added tang to the meat, per bottle ..... —c
Blank's Mustard, a most appetizing condiment for meats and fish, per jar ..... —c

Courteous Service. Prompt Delivery.

F. F. Fleming & Co.

69 Ames St. 'Phone 842

An ad. suggestion on condiments that should draw good business just now.

CANADIAN GROCER

Established 1886.

Only Weekly Grocery Paper Published in Canada.

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PUBLISHED EVERY FRIDAY.

TORONTO, JULY 3, 1914

THE NEW MAPLE PRODUCTS LAW.

BEGINNING ON THE first day of January, 1915, it will not be legal to offer for sale in Canada, maple syrup or sugar which are not pure, according to the government standards. Canadian Grocer has previously called the attention of readers to this law, but another warning will do no harm. It now becomes an obligation on the part of every retailer who has compound or mixed maple syrup and sugar on hand to get rid of them before January 1 next. In the meantime, of course, it is illegal to sell compounds unless the customer knows what he or she is getting. But after the turn of the year the word "maple" cannot be used to designate them.

The amendment to the Adulteration Act stipulates that "no person shall manufacture for sale, keep for sale, or offer for sale, as maple sugar, any sugar which is not **pure** maple sugar." The same applies to syrup. Nor will it be legal to sell any maple sugar or maple syrup which is not up to the standard prescribed by the sixth schedule of this Act.

The Act further states: "The word 'maple' shall not be used either alone or in combination with any other word or words on the label or other mark, containing any article of food or any article of food which resembles maple sugar or maple syrup; and no article of food itself which is not pure maple sugar or syrup shall be labeled or marked in such a manner as is likely to make persons believe it is maple sugar or maple syrup which is not pure maple syrup or sugar, etc."

Another section of the same amendment to the Adulteration Act prohibits the use of the word "honey" on a label if the contents of the package or container are not **pure** honey.

Retailers should take particular cognizance of these two changes and see that in no case after January 1, 1915, do they offer for sale or purchase maple sugar or syrup or honey that are not pure in accordance with the standards. To insure safety, the government form of warranty should be secured from now on or the goods should be purchased from known, reliable parties.

SUBSTITUTION DEFINED.

WE HEAR A LOT about Substitution these days. What is it? If a customer asks a dealer for a certain brand of pickle and the dealer persuades her to accept another—she, of course, knowing exactly what she is getting,—would that be substitution?

This question was effectively answered at one of the sessions of the Associated Advertising Clubs of the World in convention last week, by Louis K. Liggett, president of the United Drug Co. Mr. Liggett, in a forceful address, a summary of which appears elsewhere, declared that if a manufacturer's advertising sent a buyer into the store for the article advertised, that customer did not belong to the manufacturer. It was the retailer's customer. The retailer paid the rent and he was entitled to sell that customer any article he desired, so long as the customer knew what he or she was getting. He claimed that was not substitution.

But if a drug customer brought in a prescription from a doctor and the druggist in the back shop used an inferior ingredient to the one called for, that was substitution. There can be no substitution, he maintained, on branded articles sold with their original labels; for then the customer knew exactly what he was getting.

This has been the contention of Canadian Grocer all along. We have repeatedly defined Substitution as does Mr. Liggett. The retailer controls the goods on his shelves and if he so desires he has a perfect right to sell an article bearing a fair margin of profit rather than the one asked for. No article, however, inferior to the one asked for, should be sold. The profit may be larger in such a case, but if the future sale is affected, loss will eventually occur.

SUBSIDIZING M. O. HOUSES.

APROPOS OF OUR previous arguments in regard to why parcel post should pay its own way or be discontinued, the following from an address by Oscar McGlasson, president of the National Wholesale Grocers' Association of the United States, before a recent convention, will be interesting:

> "I cannot refrain from registering a protest against the parcel post policy of our Postmaster-General. The present parcel post plan will centralize commercial channels into the mail order houses, and will create the greatest monopolies the world has ever known.
>
> It has required many years to build our country up to its high commercial and industrial position, and to lose this prestige in the world's business without a protest is not to be expected. We all know that it is not

economy to centralize the business of this country into the hands of a few concerns and thereby build up a monopoly of the channels of distribution.

This is what the parcel post is doing and the oil, steel or tobacco trusts will soon be pygmies compared with the mail order trusts, with the United States as chief partner and no share in the profits. The Government is subsidizing the mail order houses by carrying their commodities way below the actual cost of the service. The country merchants are not qualified to meet these conditions or this competition and in the course of time will be driven out of the game. If the business men of the country sit idly by, offering no criticism, no intervention, the Post Office Department will continue this ruinous plan, irrespective of the aggregate cost to the business interests of this nation. A strong protest by the combined business, banking and industrial interests of the United States should be presented in some forcible, decided way to the authorities at Washington.''

This shows the necessity of watching Canadian conditions closely and if it is found that our government is subsidizing the mail order houses by paying part of the cost of parcel post operations, then clear-cut, definite action should be taken.

THE HOUSE FLY.

THE PUBLIC is slow to take hold of anything, but once it does it goes into it most thoroughly. When the first talk of a kill-the-fly campaign was raised, people were inclined to treat it as a joke. They recognized in a way that there was a lot of common sense behind the idea, but they were not inclined to take it seriously. The persistency with which the idea was exploited, however, carried conviction with it, and to-day people the world over are industrially aiding in the fly hunt.

The results of the campaign, we believe, have been eminently satisfactory. The fly is in no danger of becoming extinct, but he has not the freedom that once was allowed him. He is gone after in the home and given a hard run for his life if he obtrudes himself too closely around the haunts of men. With public interest thoroughly aroused, it is quite probable that precautions will be kept up, which will rigorously exclude the dangerous house-fly.

From the standpoint of the retail grocery trade, the fly campaign has been doubly satisfactory, as it has created a heavy demand for fly destroyers, which sold in comparatively small volume before.

EDITORIAL NOTES.

NOW THAT THE BIG sugar selling season is here, be sure you make a net profit.

* * *

SOME ''HOT'' GOODS sell in hot weather. Witness mustard, ketchup and meat sauces.

* * *

BETTER TO KEEP one dissatisfied customer by judicious methods, than gain two from the other fellow.

* * *

THE NEW REGULATIONS on maple sugar and syrup and honey, should be thoroughly digested by the trade.

* * *

THE GREAT LANDSLIDE in sugar began late in 1911 and reached the lowest point in March last. Is it on the upgrade again?

* * *

IT DOES NOT require a Solomon to determine why some merchants fail. Their windows, counters, floor and shelves tell the tale.

Mixed Farming in the West

AS STRAWS INDICATE which way the wind blows, so in Western Canada there are signs of the times which emphasize that in that part of Canada, there is a change from the old order of things—that the farmer has come to realize that for the future the West—and the future of the West is the future of Western Canadians individually—depends upon mixed farming rather than the exclusive growing of grain. We point to the following:—

Western Canada is no longer a market for Eastern eggs and butter.

Western Canada has been shipping hogs to the Eastern markets for several months.

Fifty-five co-operative marketing associations have been registered in Saskatchewan since February 1st.

In central and northern Saskatchewan thirty constituencies organized a co-operative abattoir and cold storage association with the idea of establishing a packing plant.

That in the West there has been a neglect of mixed farming up to the present time is just as natural as it is necessary that there must be a change for the future. Grain growing has been a simple means of taking wealth from the soil—the prices of land and the prices paid for the grain have both been favorable; and then those who would be critical must remember that the majority of those who went on homesteads in the West did not have the money to go into stock raising, and some of those who had would not have the knowledge necessary. Mixed raising is an agricultural evolution in the West.

The Westerners were not ignorant of the rapids towards which they were drifting, but while the current was smooth there was little objection to drifting along. Indications of the rough water ahead are to be found in agricultural reports published by the Provincial Governments. In the report of the commission on agricultural credits of the Saskatchewan Government, there is a direct statement that the country cannot be developed or sustained on grain growing alone. This was the conclusion drawn after an exhaustive inquiry into agricultural conditions in all parts of the world; it was the declaration that Canada could not hope for agricultural success along lines which history and history repeated had shown to be unsound.

There were a number of factors which made it inevitable that the Western farmer must change from his grain-growing policy. The cost of the transportation of grain to world markets with the long rail haul is too high for handling anything but the best grades; the only way to get the benefits from the balance is by using it for feed and this applies to half crops which are hardly worth threshing, and which would make good fodder. The price of land was advancing so rapidly and the price of labor also that the wheat markets did not offer the avenue to satisfactory profits. Experience was proving that the one-crop farmer was not the safe and sane farmer, and that it was a better policy to have always something for the rainy day—or perhaps it would be better to say the lack of rainy days. Then on top of all is the quiet spell in the West and the tightening up of credits on the part of the implement companies. The banks too have given the farmer a chance to catch up to things and look them in the face.

The establishment of the co-operative marketing associations is one of the significant steps; and it might be well to point out that these organizations are combinations for selling and not for buying.

Review of Price Changes in the Sugar Market

Story of the Fall From $5.85 a Cwt. in 1911 to $4.15 in March, 1914—Interesting Comparisons and Tables—Does Sugar Always Advance at Beginning of Preserving Season?

DURING the first four months of 1914 there were only three changes in the Montreal sugar market. These were all downward, bringing sugar to $4.15 per cwt. on that market—the lowest price for at least the past eight or ten years.

But in May the tardiness of the market during the early part of the year was brought to a close by three advances in a row and within two weeks of one another. This somewhat startled the buyers of sugar—the changes followed so fast on one another—and it was not until the last had occurred that the trade decided the situation was one of great strength, and that sugar was a good buy.

Changes During Six Months

From the following table the complete course of the Montreal market for standard granulated since the first of the year is seen at a glance:

January 1	$4.35
January 8	4.25
March 20	4.15
May 15	4.25
May 22	4.35
May 29	4.45

At time of writing, the price remains at $4.45, with the market more or less strong.

Two other tables are also shown on this page—one giving the complete changes of the market in 1912 and the other in 1913. These are reproduced to show the gradual slide of sugar from the high peak of January 1, 1912. Then it was $5.55 per cwt. The high point of the market of that period, however, was reached in September, 1911, when the market went aeroplaning to the tune of $5.85 on a Montreal basis. This was the highest price in 22 years. The real descent began in March, 1912, and it kept up with even regularity all through 1912, and into 1913 as far as August. Then it reached the price of $4.30, or $1.55 below the high water mark. The cause of this long series of declines is well known to the majority of the trade.

The year 1912 saw heavy crops in sugar-growing countries, and the market had to respond to supply and demand. Then in August, 1913, some strength became evident, and the market went up to $4.50. This was, however, merely a flurry, as the decline once again gradually gained momentum, until in early March of this year it reached the new low level of $4.15—the lowest in many years.

(Continued on page 38.)

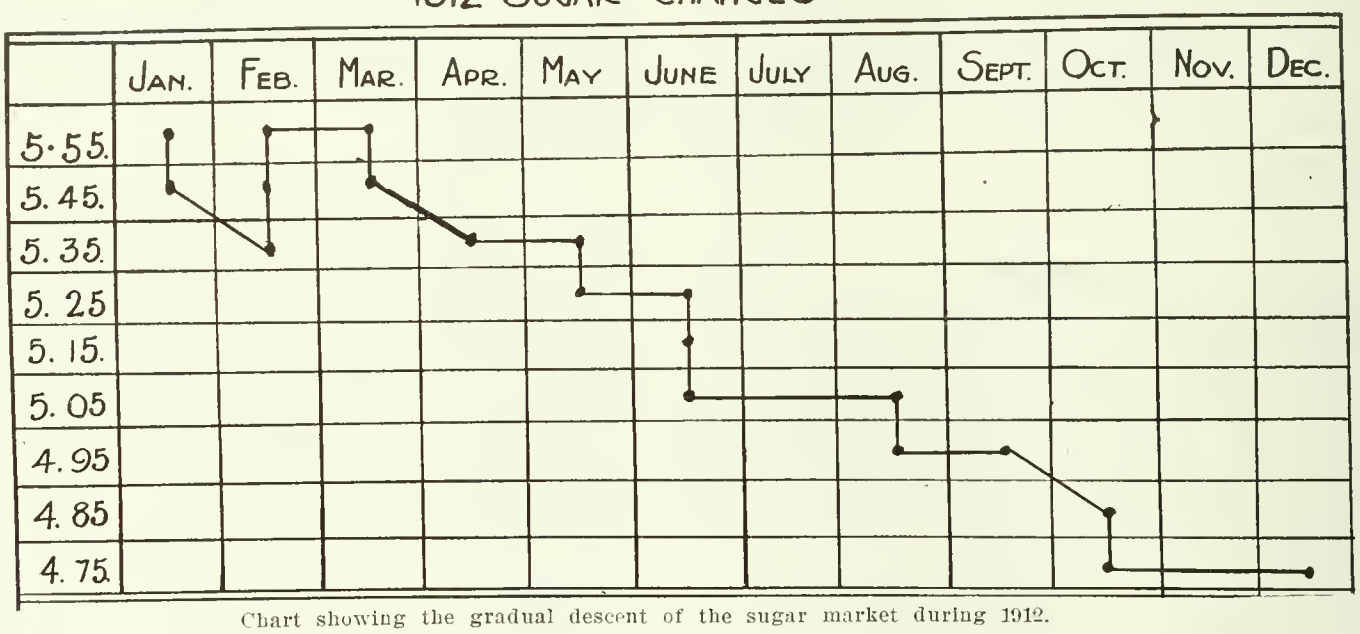
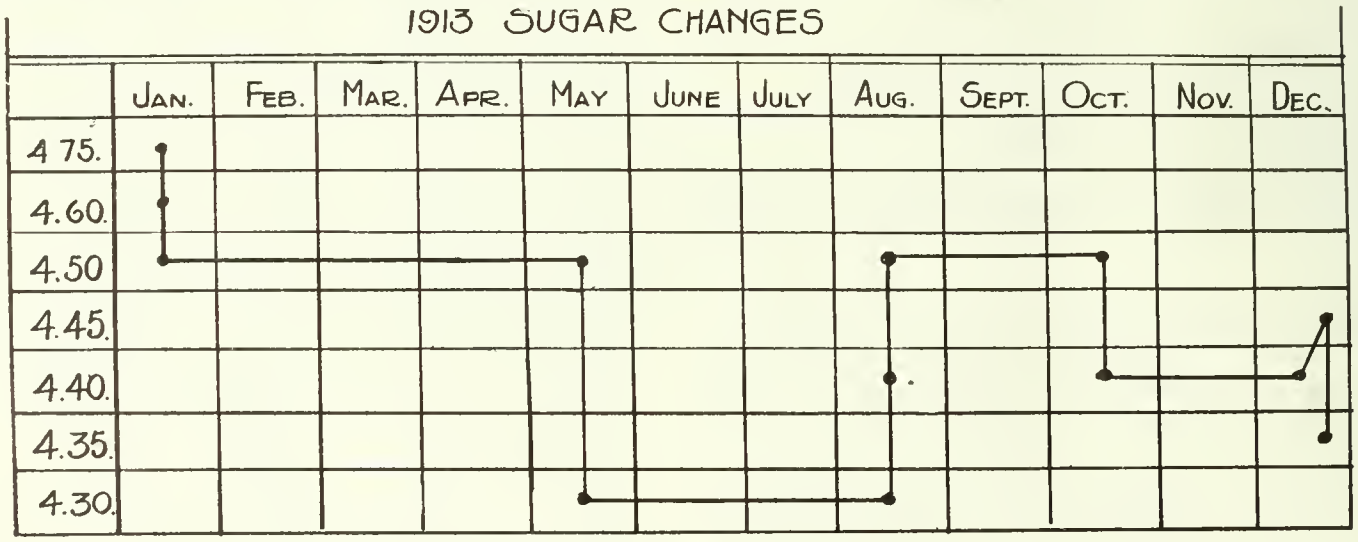


Chart showing the gradual descent of the sugar market during 1912.



This chart illustrates the fluctuations in 1913, when a couple of recoveries were made.

What Does Delivery Cost You?

The Way to Find Out is to Know — Guesswork of No Use — Knowledge is the Lamp by Which We Must See.

By Henry Johnson, Jr.

IT has long been uuderstood that the Cost of Delivery is very heavy; but very few of us know how heavy it is in his own busiuess. Without such knowledge we are groping in the dark. So let us see what we have to look into to get to the bottom of this question.

How many rigs have we?

What is our total expense for their upkeep? This must inelude rent of barn or stable, whether we own the building or not. It must inelude eost of insuranee, water, feed of all kinds, repairs of all kinds, exeept on the building; wages of all employees eugaged iu and around the stables; wages of drivers; aecident or industrial insuranee or both; lastly, interest on investment at 6% per annum.

Those are all the things I think of now. Maybe there are others, or perhaps some of you have other items that enter into your partieular ease. Inelude everything. There is much less danger to be apprehended from "slopping over" in sueh matters than from the all too eommon failing of underestimating expense or omitting some items that should be ineluded.

Ratio of Cost.

There are three ways in whieh the delivery eost should be distributed:

First, you should divide your total delivery expense by your total sales. This will give you the average pereentage of the delivery expense spread over your entire business. That is the first step, beeause it is the easiest, and very valuable as an index of what it eosts, on the average, for the innocent and the guilty—those who earry their goods home aud those who demand all the services there is—and then some.

Next, ascertain the total average number of transactions that occur in your store. You ean get this from your register, which will show you the total number of "rings" every day, from whieh total you will deduet the "No Sale," "Paid Out" and "Received on Account" transactions, leaviug ouly your actual sales. Divide those transactions into your delivery eosts—taking them by the month.

That is, you will take the delivery expense for June and divide it by the uumber of sales made in March. You will do the same for July and for August. Then add the sales of June, Jnly and August together aud divide the sales into the expense for those three months. By following this plan, you will get the ratio for eaeh month and for the entire year. Then you ean examine any month which appears to show unduly heavy expense and see how you may remedy the trouble or at least aeeouut for it.

Lay the Blame Where it Belongs.

Lastly, ascertain the total number of your **delivered orders** and divide those into the delivery expense. That will give you the average eost of delivering an order.

If, therefore, you have a delivery expense, all told, of $150 per month, and you deliver 100 orders per day, the eost of delivering an order is seen to be a fraetion over 5¾e—between 5.76 and 5.77e. Your total monthly deliveries here average 2,600.

This last is the most important of all beeause it will teaeh you exaetly what your expense is in the ease of sending out a head of lettuce alone, as an "aecommodation" even on your regular trips.

Right here another thought eomes in: What does it eost you to send an order all alone on special delivery?

This last might be aseertained through measuring the distanees usually traveled on your trip and dividing that total daily distanee per month into the total eost per month. This would give you the eost per mile of making trips. Then you might know exactly what it costs you to send a loaf of bread that some lady has forgotten until the last minute.

These are all immensely important questions for eaeh and every one of us. I am going after it myself and shall have something definite to say on the subjeet iu a few weeks. Meantime, I hope that many of you will do the same work. Remember that eouditions vary so greatly in different loealities that what I may find is true in my business may apply only remotely to yours; and what you may find applies to your business may not affect me practically at all. But the symposium of experience whieh I hope to bring together as a result of taking up these questions, I hope to see made of great value to all of us.

The preseut is a peeuliarly suitable time to go into these things, because we are likely to have actual, practieal assistanee from our customers from now onwards; for the women's aetivities in the way of investigating the eost of living is bringing all these questions quite praetically to the front.

In these things, as in so many others, we may learn that the golden opportunity to better ourselves is right within our grasp and we are to blame if we do not seize it.

Blindness.

Which makes me think of something.

I have always been interested in knowing what laws govern the running of motor boats iu navigable waters—that is waters in the eontrol of the Government. Recently I rode out of a eertain city beside a young man who told me he had

served off and on for some years on coal barges running about certain rivers and adjacent waters. Here, I thought, was the man I was looking for. I asked him, therefore, what he knew about such laws. He knew nothing—absolutely nothing. I expressed a little surprise that he had not picked up a little information along those lines and he said, "they did not have to know those rules" on the barges. Here he had been running around on those barges, idle many hours each day, and he had picked up not a thing that he did not "have to" know.

I tried him on another tack. I asked him about the swiftness of the current on the river, and how much it proved to be a factor in navigation. He said, with a light laugh, that it "was pretty swift, especially around some parts of the trip," but he knew nothing about HOW swift nor had he any idea of current influence. Here was a factor that one would think would have aroused his curiosity; but his eyes were blind and his mind dormant. Yet for many miles and in many circumstances he must have had to battle with those currents here and there in those waters.

One last attempt I made. I asked him whether he knew anything about the laws relating to tugs—this on a final chance. Well, he did not.

Now, it did not surprise me in the least to hear him say that "they had cut wages" and so he had quit.

If we are not to suffer from a cut in our wages, too, we must continually try to be up in our business on all its points.

No Tradespaper!

I met another young man on that same train. He reported himself as in the grocery and meat trade in a country town. They do really a general store business, but run largely to beef.

The business runs largely to wagon routes—seven routes being made by the three wagons each week. The meat wagons do a good business in the cities as well as among farmers. The grocery wagons sell altogether to farmers.

I was becoming very much interested and should have asked this boy about a thousand questions, but just then his station was called, and he left. I only learned that they took no trade paper. I shouted the name of the Canadian Grocer after him.

AT THE WEEKLY CONFERENCE.

(Continued from page 29.)

"I don't want to be thought a boaster," he said, "but it is a fact that by square dealing during the thirty years we have been in business here we have gained the implicit trust of a good section of the better class women of this town, who will take our word that the new line of pickles and catsup is superior to that we are discarding. It is something we are proud of—the confidence placed in us by our customers, and the fact that we are independent of any wholesaler or manufacturer. While we won't carry any trash in this store, we have the power to sell almost anything we please.

"I want to say this, though, boys—the new line is superior in many ways to the old one. The reason why we sell so much of the old line is because we MAKE it sell. Our aim now must be to show the people what tasty goods these new ones are. You have all been to Sunday school parties where cereals have been supplied free. Did you ever notice that, although this particular cereal had hitherto been distasteful to you, you ate more at this party than you ever did? Why? Because it was dished out so deliciously, you could not help yourself. The apricots, pears and ice cream did the business, and I dare bet you ate more apricots, more ice cream, as well as more cereals in your home, as a result of this lesson."

The Demonstration Idea.

The chair creaked again, but it was obvious he had not finished. After a moment's pause, he continued:

"Here's where we kill two birds with one stone. You cannot make a woman's mouth water with a bottle of catsup, or a bottle of pickles, but if you have some canned meats on view, and show the two together, you can sell both. The demonstrator will arrange things so that these can be tasted in a dainty, hygienic manner. Then watch for the sales. It will be for you to follow up her work with discretion at the counter, and good window displays."

Tom Pepper jumped up, his face beaming with delight, but the time was up. Mr. Lawrence held out his watch for them to see, saying, "It's all right, Papper. We know you will put some ginger into your display. This is the time when people eat sandwiches, remember. I'm glad we were compelled to change our line. It will make better salesmen of us all."

* * *

When the store opened the next morning it was the coolest spot in town. Tom Pepper's window did it. He had conceived a splendid idea for a camping scene, showing the menu right there on the grass. He did not forget to give the canned meats a prominent place, and the sandwiches. There was the mustard pot and the catsup bottles and the pickles (with a different kind of label on to-day), all making the man sweltering on the street wish he were out in the woods.

Everybody declared the demonstrator a cracker-jack. She did not sit and wait for people to come to her booth, but went out and drew their attention to the new line. After tasting it, people declared there never was such catsup. Those who asked for the old brand at the counter, were given a severe talking—that is, in a persuasive way—on the difference between good and poor catsup, and usually ended up by being converted.

Results of the Campaign.

The campaign served two purposes—first, it showed the remarkable selling power of Henry Lawrence, and helped him get square with the manufacturer who had ignored him; secondly, it gave a stimulus to his business in these lines that it had never known since he first went into business.

It is only necessary to add that to-day people ask for the new pickles and catsup. They have been educated to like them. They are in every home almost, and in the town restaurant it has become customary for people to say to the waiter, "Bring me some of that catsup that Henry Lawrence sells."

HANDY PHONE CARD.

A handy card for the use of phone customers has been gotten out by the Edmonton Table Supply Co. of Edmonton, Alta. This is illustrated herewith. It gives several phone numbers which the housewife occasionally wants to get in a hurry and is thus a time-saver. Incidentally the phone number of the Table Supply Co. is in the list in large type.

EMERGENCY PHONE CARD
KINDLY PLACE IN PROMINENT POSITION
Fire - 966
Police - 1211
Information 99
Complaint 98
Rural - 97
Electric Light 1213
The Table Supply 1915
For Grocery Goods
Best Service Promptest Delivery In Town
For Prompt & Reliable Transfer Work
PHONE THE TWIN CITY TRANSFER - 2725
Piano & Furniture Moving, Storage
The Card is issued by, and can be obtained from
THE EDMONTON TABLE SUPPLY CO.
JOHN BLACK, Prop
COR. OF JASPER & 7th STREET
Don't be without one! They cost you nothing and are handy
THE TABLE SUPPLY Phone Number is 1915

Phone card, reduced from 6¼ x 5 inches, given to customers.

Wingham, Ont., merchants have decided to close their stores on Wednesday afternoon during July and August.

Address on the "Buying Power of the Audience"

It's the Live Men Who Subscribe to and Read the Trade Press—The Trade Paper's Estimate of Its Own Worth—High Buying Power of Readers of a Good Trade Paper Its Greatest Strength.

By R. R. SHUMAN,
President Shuman Advertising Co., Chicago.

THIS is a day of scrutiny of weights and measures. Those troublesome "efficiency fellows" have set the new fashion of demanding a hundred cents' worth for every dollar spent. Not sentiment but the "pound of flesh" is nominated in their bond.

And the more this fashion grows the less your men will be sellers of space and the more they will become sellers of audiences—and opportunities.

And it is well that it should be so; for you, of all publishers, can, with definiteness, promise and agree to deliver the friendly eyes and studious attention of a given number of men of a known influence or buying power.

Vast Aggregate Buying Power.

Indeed, here lies your greatest strength and your largest opportunity—the vast aggregate and high average buying power, direct and indirect, of the audience you offer.

You can't say to a man that you will guarantee to make money for him, but you can guarantee him an audience that is now spending, and will steadily continue to spend, large sums of money, in the aggregate, for the product or the proposition or the service that he proposes to advertise in your columns. This is assuming, of course, that you limit your solicitation to advertisers upon whom you have a valid claim.

All you can say to your prospect is:

"I have assembled the audience; picked men of influence, men who believe in me and my publication, and know that I will not permit any faker or unworthy man to mount the platform. If you have anything they want, and are able to present your case in a way that will carry conviction, you should do very well. I offer the audience, but I can't guarantee that you won't make an ass of yourself when you get up to talk to it.

"Nor can I guarantee that your product or your proposition, or your price, however ably presented, will interest them.

"I offer an audience of intelligent, influential men, who buy by wholesale in tremendous quantities—a multi-million-dollar audience, assembled in my columns, a selected audience of buyers who have paid for the privilege of reading your message, because that is the sort of information they need in their calling."

W. H. UKERS, New York,

Chairman of Trade Press Section of the Associated Advertising Clubs. Mr. Ukers is President of the Tea and Coffee Trade Journal.

Skimming the Cream.

All advertising is, in effect, a mailing list, but yours is distinctively so—a mailing list which, in the very nature of the case, is selective—the cream of the class—because it is the live men of any calling who subscribe for and read the journals that belong to that calling.

And your duty to yourself is to be able to describe, characterize and enumerate that audience, in terms of its buying power.

The merchants, architects, engineers, contractors, builders, machinists, undertakers, druggists, railway officials, lumbermen, and men and women of every class and calling who subscribe for and read their distinctively trade or class journals, are the ones worth winning; and time and money spent on non-subscribers are very apt to be time and money wasted or worse than wasted.

Hold Your Mailing List Sacred.

Exalt and glorify your mailing list as a something sacred and far above ordinary mailing lists, and don't let anybody have access to any considerable portion of it, except in one way.

I once saw a popular, though somewhat off-color play, in which a climax occurred that illustrates my point. The scene was laid at a fashionable hotel, and a rich old geezer, after chasing a pretty girl employee, finally got a chance to ask her the way to her room. In true melodramic style the young woman drew herself up to her full height of some five-foot-two, and, with flashing eye and tense voice, replied:

"The way to my room, sir, is right up the center aisle of the church!"

So, when any prospect seeks to buy or borrow a copy of your mailing list, tell him the way to that audience is right down the center of an advertising contract, and, that attended to, your pages will furnish the route to your subscribers' hearts and pocket-books.

Each index card in your mailing list is not a "name"—it's a man—and it cost you so much money to win the confidence of that man that you have no right to sell that man's confidence except through the same channel that won it—your own useful columns.

More Faith is Needed.

Oh ye of little faith! If you but knew how high you stood in the estimation of your readers!

If you but knew how every worthy paragraph you print is food and help and inspiration to a multiude of men—or women.

If you could only soar high above your petty set-backs and look down upon your publication and its opportunities as a disinterested observer, you would receive new inspiration toward higher and higher editorial standards, and your too pliant spines would bend less easily to the penny-squeezers who seek to buy your space and your influence as they buy mops and feather dusters!

In the past year my organization has bought space in trade and class journals aggregating considerably over a quarter million dollars, and every dollar's worth of space was bought at your own card rates without any demand for price concessions!

If we believed a publication belonged in a client's campaign and its value to that client was within the rate charged,

we used it. If not, we simply did not use it at all.

Nor have we asked for "puffs" nor used a tenth of the opportunity offered us for free editorial space.

Furthermore, and let me make this plain: the journal that systematically prostitutes its editorial columns to nauseating puffs, written and forced upon it by short-sighted advertisers, receives scant consideration at our hands.

And, again, the journal that peddles its space at almost any price with hints of "free insertions" (very confidential, of course) makes so public an acknowledgment of its doubtful worth, that we dare not recommend it to our clients, no matter how highly we may esteem the misguided solicitor.

Known Quantity Is Also Vital.

I have been trying to give you a high conception of the quality of your specialized circulations—in terms of the buying power or influencing of your readers. Now let me make it very plain to you that in my eyes a guarantee of known quantity is equally important. I believe that, as a rule, the business journals are really more honest in circulation statements than the more popular publications, not excluding the church and religious papers; but I have seen so many fraudulent and crooked and absolutely inexcusable circulation claims in your own ranks that I have placed on my preferred list those journals that have come under the recent audit agreement, or which in some other way prove their circulation by some satisfactory authority outside their own offices, and will continue to give those publications the preference, in spite of every other claim or consideration, until I find some other guide in which I have greater confidence. I recognize that this may be unjust, here and there, to some single publication; but in this busy age we must have some guide, and must subdivide by classes rather than by individuals.

Favor Post Office Publicity.

To be honest with you all, I sigh for the day when the United States Government will make any audit scheme unnecessary by opening its second-class records to whomsoever, at the same time compelling the publication of paid and unpaid circulations. Each postmaster, and Uncle Sam himself, will then be absolved from the charge of being accessory to a fraud on the advertising public.

Shuman's Tested Formula

After years of practical test I have, as yet, found no substitute for my original formula, that the value of any medium to any advertiser is the quantity of its circulation, multiplied by the purchasing power per cent. of its readers for the thing to be advertised; divided by the rate; in other words:

$$V = \frac{C \times P}{R}$$

And in this formula I give equal value to the quantity and the quality of the circulation; for a deficiency in either neutralizes the value of the other. And, by the same token, a too high rate neutralizes both. Let me say, though, that by this test I find far more of your rates lower than necessary than I find higher than warranted.

Any man who possesses the power of analysis of the contents of the publication itself and the patience to analyze it, can wisely determine the quality of your circulation for himself. That is something the shrewdest of you cannot conceal; but the quantity is your secret, and so many of you have kept it a secret so long that you have no one to blame but yourselves for any suspicion that exists in the minds of your prospects.

At the Mercy of Competitors.

In this connection, don't forget that every one of you who fails to prove his circulation lays himself open to the charge, by competing salesmen, of having only a fraction of the actual.

A solicitor for a publication in a certain retail field declared to me, some time ago, that a rival publication, for which I expressed considerable admiration, printed only 500 copies, and that absolute proofs to that effect were in his office; while he could also prove that his own paper had over 10,000 paid dealer circulations. On the strength of that I conducted a circular inquiry sent, with return postage prepaid, to all dealers in the United States in that line, on my own letter heads, and found that the journal which he said printed only 500 copies had three times the paid circulation of his own! Such a damaging claim, no doubt frequently repeated, would not have been possible had the maligned journal been brave enough to prove and publish its actual figures.

A Circulation Lie Is a Fraud

As a member of the National Vigilance Committee of the Associated Ad Clubs, I hold that a publisher has no more right to lie about his own or his rivals' circulation than an advertiser has a right to lie about his product; and I am trying to do what I can to smoke out both kinds of liars.

The Agent's Responsibility.

And I believe that if I should ever knowingly permit myself, as an agent, to spend my clients' money in publications of spurious circulation, I would be as much accessory to the publisher's

(Continued on page 46.)

The following Standards of Practice were evolved at the Ad. Clubs Convention for trade and all business papers:

The publisher of a business paper should dedicate his best efforts to the cause of Business and Social Service, and to this end should pledge himself:—

1.—*To consider, first, the interest of the subscriber.*

2.—*To subscribe to and work for truth and honesty in all departments.*

3.—*To eliminate, in so far as possible, his personal opinions from his news columns, but to be a leader of thought in his editorial columns, and to make his criticisms constructive.*

4.—*To refuse to publish "puffs," free reading notices or paid "write-ups"; to keep the reading columns independent of advertising considerations, and to measure all news by this standard: "Is it real news?"*

5.—*To decline any advertisement which has a tendency to mislead or which does not conform to business integrity.*

6.—*To solicit subscriptions and advertising solely upon the merits of the publication.*

7.—*To supply advertisers with full information regarding character and extent of circulation, including detailed circulation statements subject to proper and authentic verification.*

8.—*To co-operate with all organizations and individuals engaged in creative advertising work.*

9.—*To avoid unfair competition.*

10.—*To determine what is the highest and largest function of the field which he serves, and then to strive in every legitimate way to promote that function.*

Canned Goods Big Seller in Lake Port Towns

Many Steamers and Tugs Call at Collingwood for Supplies and These Foods Are Bought up Rapidly—What a Trip Among Some of the Grocers There Revealed in Way of Interior and Window Display.

A GLANCE at the shelves of the grocery stores in Collingwood, Ont., is at onee a eonvincing argument of the importanee of the trade in canned and bottled lines in a town which does a big business in supplying the larders of the Summer tourists—of eampers and cottagers who migrate from the cities to the lake resorts with the first warm weather and keep up a changing stream of traffie throughout the summer and into the fall. Collingwood, like Midland and a number of the other lake ports, is distinctly a summer town, and the merchants, especially the grocers, are prepared to do a summer business. How could a grocer better prepare to meet the taste of the campers and tourists than with a full line of canned fruits and vegetables, cooked meats, olives, relishes, etc.?

Much Attention to Canned Goods.

And if a person did not have the inclination to enter the stores there would still be sufficient evidence to convince of the attention given to tasty summer lines by merely walking down the main street and glaneing into the windows. When a representative of Canadian Groeer walked through Collingwood reeently there was not a grocer who was not devoting one or both windows to displays of appropriate and seasonable lines. To look both inside and outside would almost give the impression that the stoeks of eanned and bottled goods had boiled over from the shelves into the windows—although assuranee was given by the merchants that at the present time they are not earrying heavy stocks, and that with wholesalers loeated in the town they did not have to do so.

A canned goods window was effectively shown by Foulis Brothers; eanned goods occupied one window and eatsup the other of the store of Prentiee & Sproule; eanned fish fruits and vegetables filled the window of the grocery department of the Stephens store; canned vegetables and fruits with olives made a good showing in the window of Darrock Brothers; T. N. Brown was showing cereals with canned fish and vegetables, and S. J. Bailey had a display of corn syrup, jams and marmalade.

When the nature of the business in Collingwood is eonsidered, the heavy stoeking of canned goods is not to be wondered at. Tugs are constantly ealling to have their orders filled; there is a fleet of fifty fishing boats up the bay, from which a tug makes trips for supplies a couple of times a week. Steamers of the Northern Navigation Company call a couple of times a week and get loeal supplies.

This is a view of the interior of the Foulis Bros. store in Collingwood, Ont., where the trade is now making a big feature of canned and bottled goods. Note that the shelves are given over almost altogether to these foods.

OFFICERS OF ST. LAWRENCE SUGAR CO.

Montreal, July 2.—Some ehanges were made in the board of direetors of the St. Lawrence Sugar Refineries, Ltd., at the annual meeting. A. Baumgarten, who for many years has been president of the company, retired from the aetive management and was appointed honorary president. J. W. MeConnell, formerly vice-president, was elected president, and O. W. Donner elected vice-president and managing direetor. The number of directors was increased from five to six; and the new board is made up of the following gentlemen: A. Baumgarten, honorary-president; J. W. MeConnell, president; O. W. Donner, viee-president and managing director; E. A. Reineke, New York; L. C. Webster, B. McNally, seeretary-treasurer.

EXHIBITS AT AD CONVENTION.

At the Ad Club Convention in Toronto last week there were a number of exhibits showing window advertising. The firms of interest to the groeery trade who had exhibits were W. G. Patrick & Co., Toronto; Welch Grape Juice Co., St. Catharines; and the Swift Canadian Co., Toronto.

How Provisions are Prepared by the Packers

Something in a General Way of the Processes by Which Fresh, Smoked, Pickled, and Cooked Meats Reach the Retail Counter —How the Meats Are Cured.

Eleventh Article of the Provision Series.

IN the course of several artieles of this series which have dealt with what might best be termed the teehnical end of the provision business, it has been the idea to give such information as would be of assistance to the grocer who buys his provisions as they are prepared for the trade. The grading of the different provision cuts has been referred to at length, with the idea of explaining the difference in price which must be charged for the select grades in comparison with the ordinary.

Before leaving this department it might be well to go back a step further and take a more general view of the work of the packer from the time the animals reach his plant. This is dealing with the subject in the reverse order, but after reading what has been written about the provisions themselves the reader should be in a better position to appreciate something of the more general aspect of the business and the processes by which hogs become provisions and meats of other varieties.

Division of the Hog.

An authority on the subject places hog produets under three heads, and for the purposes of illustration the division could not be better made. These heads are—(1) dressed hogs; (2) pork cuts; and (3) lard.

As a rule, very few of the hogs which are slaughtered in the big packing plauts are sold as whole carcasses. It might be said that about three-fourths of the trade in hog products consists of various cured meats and fresh euts, the remainder consisting principally of lard and a comparatively small percentage of sausage and canned and specialty meats, which have been described under their various heads. Further, fresh pork is of much less importance, relatively, than fresh beef or mutton—it being estimated that only about one-fifth of the domestic trade and much less of the export trade in pork products (other than lard) consists of fresh meat.

The classification of pork, therefore, consists largely of cured and manufactured products, the number and variety of which renders the subject a very complex one. The ideal bacon hog which is favored by the packer is about 140 pounds, but carcasses of this class will run from about 100 to 170 pounds, and there are a number of other classes, including everything from 20-pound "pigs" to 400-pound "packing hogs."

Heavy loin and butcher hogs from 160 pounds to 250 pounds, and even as high as 400 pounds, are favored for the fresh meat business, where the loin cut is very important. Great width of side and back is desirable in proportion to the length of the body with straight, even lines and well-filled shoulders. In the lighter bacon hogs, length of side is more important, with less width and thickness of back in proportion to that of the side. Packing hogs include mixed hogs of all weights, which are too coarse in quality or rough in shape to be suitable primarily for fresh pork cuts or smoked meats, and are, therefore, principally packed in such forms as barreled pork and dry-salt meats. Bacon hogs have long, deep, smooth sides, with an even covering of fat, especially uniform on the back and sides. They are usually divided into three classes, according to quality of flesh, evenness of fat and weight.

The width of the range from which the fresh cuts will be taken will depend upon the demand, and this to some extent has an influence on the cutting of carcasses of other sizes and qualities.

Preparing the Meats.

Dry salt meats are cuts from heavy loin hogs cured and shipped in coarse salt, and with a few exceptions pumped with brine, injected through a needle, before salting. These cuts are heavy sides, bellies, shoulders, fat backs, plates and jowls, and some of these same cuts are also sold as "bacon" meats, which, after being cured in coarse salt, are smoked before shipping.

Pickled pork is usually packed in plain salt brine in small barrels, the strength of the brine being varied according to the cuts and their destination. With a barrel, containing 190 pounds of meat, forty pounds of coarse salt is usually added to the brine, which would contain about 15 pounds. The cuts are from heavy hogs, but there is much less barrel pork than there was some years ago.

Sweet pickled meats are cured in sweet brine. Usually to 300 pounds block weight, 22 pounds of salt, 3 quarts of good syrup and 12 ounces of saltpeter is added. It is the bulk of the meats which are cured in this manner which go to the consumer as smoked, while a percentage are boned and boiled before going to the trade.

Grades of Lard

Lard is made in several grades of pure and compounds. It is estimated that anything from one-tenth to one-third of the carcasses handled by the packers go to the rendering department, the amount being decided by the condition of the market. The better grades of pure lard consist of leaf fat only, which is whiter in color and finer in grain and flavor; it goes to the retail trade in fancy pails. Other grades introduce other fats than the leaf, and some a certain percentage of lard stearin. Steam lard is rendered under direct steam pressure from rough fat, and is converted into other grades before going to the market or is used with compounds. Lard compound is a mixture of lard stearin or other animal fat and vegetable oil, usually cottonseed oil.

CHANGES IN THE SUGAR MARKET

(Continued from page 32.)

Since then all are familiar with what has occurred. The three advances in May followed close upon the heels of one another, and the market just now remains firm.

In the Preserving Season.

It is a generally accepted theory that during the spring and summer months the sugar market will go up in view of the preserving demand. This theory, however, does not always hold good. A look at the fluctuations on the 1913 chart herewith will show that last year sugar dropped in May from $4.50 to $4.30 (this was due to the new West Indian tariff), and it held that low price through June, July and into August—a season of heavy consumer selling.

Just what the future will bring forth is, of course, a problem. Sugar is now $4.45, as compared with $4.30 this time last year. New York refiners recently advaneed their prices, and many are looking for a similar thing to occur in Canada. As opposed to this, it should be noted that total stocks and afloats of raws were 3,364,723 tons at the end of last week, as opposed to 3,275,571 tons at a corresponding period of last year—an increase of 89,152 tons.

THE CLERKS' DEPARTMENT

AN APPRECIATED LETTER.

Editor Canadian Grocer:

Dear Sir,—Thank you for check, value $5, received as award of first prize for Easter window contest.

I think the Canadian Grocer gives great encouragement to clerks with regards to salesmanship as well as these window dressing competitions from time to time. We have ourselves only to blame if we are not efficient. I might here mention I have been in the grocery business thirteen years this month of June, during which time I have not been absent from business a day through sickness or pleasure excepting for the usual week's holiday in the summer. I would like to hear if there are many clerks with so long a period. During that time I have only had three positions.

I think the grocery business offers good opportunities for those willing to throw their interest diligently into the work. Those who serve the best profit most. When a clerk has proved his worth I have always found they get value for their knowledge and work.

Although some clerks say they get tired of the retail business, I have as much enthusiasm and find it quite as interesting as the day I commenced. It is one of the most interesting trades. Products of most every country pass through your hands. To know the country, the growth and manufacture of certain lines is certainly helpful. When you can tell a customer all about an article it is half sold, and it makes one more popular,; they will say the clerk recommended these, and he has a good knowledge of all he sells (knowledge is power).

Gaining customers' confidence I may state is very important, and every clerk should endeavor to do so.

I hold a certificate from England F. C. G. (Fellow Certificated Grocer) through classes held in the winter months for efficiency in the business. They extend over three courses, and it is possible for a successful fellow to become a member without any cost whatever.

Thanking you again for kind offers of any competitions, I am,

WM. MARSH.
(c|o Peebles Hobson).

EXPERIENCE THAT IS VALUABLE.

"Experience is a good teacher," is considered an important axiom, but of what use is experience if we do not profit by it? Many clerks are to-day behind counters who have ever so much experience who do not profit much by it. When there is something to be learned, their minds are somewhere else. They do not like it because some comparative newcomer has been pushed ahead of them, but the proprietor or manager sees that the newcomer belongs to the get-ahead class, that he is an apt student of the business, makes what he learns count in the business, and does his work not only faithfully, but intelligently. Experience is of the greatest value to the man who is anxious to learn, but with the indifferent man whose mind, heart and soul are not in his work, experience doesn't amount to much. The thing to do is to learn all one can and thus qualify for promotion. There is much more demand for "those who know" than for the commonplace men.

OBSERVATIONS OF THE CUB REPORTER.

The same error shouldn't be made twice.

* * *

The long-winded clerk tires his customers.

* * *

The selling argument boiled down is the one that counts.

* * *

Does your employer say this about you —"always late and first to go"?

* * *

You want your customer's attention and to get it you must give her your's.

* * *

The clerk who uses the floor as a waste basket has not learned one of the most important rudiments of the business—cleanliness.

* * *

Resourcefulness is a characteristic of every good salesman. The young man who thinks out new ideas and methods for increasing sales is on the high road to success.

A PAPER THAT GIVES SERVICE.

In a letter to Canadian Grocer, Geo. E. Eccleston London, Ont., says: "I am still reading The Grocer and find it a great help."

R. Storks, formerly of Queen St. East, Toronto, says in a letter: "I read your paper every week and find many helpful articles in same."

THE ENCYCLOPEDIA

Lentils.

The lentil is a nutritive legume of the pea variety, the pods containing each three or four seeds of similar circumference to the ordinary pea, but flat and thin in shape. On analysis it shows an average composition of starch 50½ per cent., albuminoid material 30 per cent., sugar 3½ per cent., and moisture, etc., 16 per cent. Large quantities are consumed in the form of soups and stews, much of the supply being imported from Egypt, and it is steadily growing in favor in this country.

For soups, the tough outer skin is, after boiling, removed by straining and meats are added as a flavor.

Revalenta Arabica, which has been sold as a dyspeptic food, consists of lentil meal, and the lentil probably formed the "red pottage" for which hungry Esau sold his birthright.

* * *

Licorice.

The black licorce rolls or sticks familar to the consumer consist, when pure, of the condensed juice of the root of the licorce plant, mixed with a little starch to prevent it from melting in warm weather. The word "licorice" is derived from Greek words, meaning sweet root."

The licorice plant is a small shrub of light green foliage, ataining a height of about three feet and favoring localities near rivers. When dug, the root is full of water and the drying proces frequently takes from six months to a year. It is then sawed or cut into small pieces, six inches to a foot long, and carefully sorted, the good and sound pieces being pressed into bales for shipment.

Licorice is used as a candy and for medicinal purposes.

Many times I have closed a sale something like this:

"Now, Mr. Brown, you know that you need this and you want it and I can tell you just what you are going to say when you sign the order."

"Well," said Mr. Brown, "What am I going to say?"

You are going to say, "How soon can I get it?"—Hugh Chalmers.

CURRENT NEWS OF THE WEEK

Quebec and Maritime Provinces.

Josey Bibeau, groceries, etc., Granby, Que., has sold out to J. I. Robin.

J. L. Amrams, wholesale dealer in candies, has registered his company at Montreal, Que.

Parent, Bird & Co., Fredericton, N.B., have disposed of their grocery business to Alex. Davidson.

Ontario.

Thomas Berrie, grocer, Toronto, has sold to Frank Gilpin.

C. York grocer, Trenton, Ont., has sold his stock to The Fair.

Beevers and Firth, grocers, Toronto, are selling to Charles Elliott.

A. J. Baxter & Co., grocers, Ottawa, are succeeded by Alfred Roche.

Mrs. L. Alexander, grocer, Sarnia, Ont., has sold to Frank Anderson.

D. D. McColl, general merchant, Glen Miller, Ont., is selling to A. Hyde.

Jarvis, Ont., merchants are closing Thursday afternoon in July and August.

Lawrence Bros., general merchants, Duart, Ont., sustained a fire loss recently.

The Milne and Glennie Co., wholesale provision merchants, Galt, Ont., have opened a branch at Kingsville, Ont.

The McCormick Manufacturing Co., biscuit manufacturers, London, Ont., will build some fifty new houses for employees on their recently acquired property.

Geo. B. Jacobs, who is well known in the canning business, has commenced business at Oakville, Ont., and his first lines of goods were manufactured from this season's strawberry crop.

H. M. de Trafford and E. L. Cleverley have taken over the grocery and provision business of J. J. Clark at 493 Bloor St. W., Toronto, and intend to operate it under the firm name of de Trafford & Cleverley.

The merchants of Huntsville, Ont., will close their stores on Thursday afternoon during July and August. L. H. Ware, Stephenson & Anderson, J. J. Bailey, J. E. Fisher, Calderwood Bros., A. E. Callahan, are the grocers and general merchants closing for the half day.

G. A. Gow, corner Locke and Stanley streets, Hamilton, Ont., has among his store equipment a combination coffee grinder and meat chopper. By simply making a hole in the partition separating the meat department from the grocery store, he has them both in convenient places. They are electrically driven and the two can be operated at once.

Western Canada.

F. B. C. Metge, general merchant, Stand Off, Alta., suffered loss by fire; insured.

J. H. Peat has sold his interest in the grocery firm of Peat & Co., Winnipeg, Man.

The Vancouver Retail Grocers' Association will picnic on July 29 at Bowen Island.

Medicine Hat, Alta., merchants have the Wednesday half holiday now in effect.

Samuel H. Bower, a general merchant for many years in Brandon, Man., died last week. Mr. Bower went west from Kemptville, Ont., about 34 years ago.

The annual general meeting of the shareholders of the W. H. Escott Co., Ltd., was recently held at the head office of the company, 181 Bannatyne Ave., Winnipeg, Man. Reports were submitted for the year by President W. H. Escott, which showed satisfactory results for the year's business. The president's remarks showed prospects of trade in the West generally improving. The following officers were elected for the ensuing year: W. H. Escott, president; J. M. Hutchinson, M.D., vice-president, and T. C. Dawson, secretary-treasurer. Mr. Escott is now on an inspection visit to the company's branches at Calgary, Edmonton, Saskatoon and Regina.

RETAIL GROCERS' PICNIC.

A meeting of the retail grocers of Regina, Sask., was held recently, when plans were formulated for a monster picnic to be held at Saskatchewan Beach on Wednesday, July 22. Annually Regina grocers enjoy a summer outing at one or other of the popular Saskatchewan resorts, and this year Saskatchewan Beach has been chosen. It is expected that several hundred Regina people will take in the trip. A special train will leave the C. P. R. station at one o'clock, Regina time.

HONESTY IN BUSINESS.

(Continued from page 26.)

retailer. The manufacturer did not do so, and neither did he have any claim on the customer who bought his goods; that person was the customer of the man who paid the rent.

Mr. Liggett instanced one company which had secured the confidence of the retailers through allowing a good gross profit, and through protecting the trade against reduced prices.

Another way in which the manufacturer could get the confidence of the retailer was through service, and in this regard he referred to refunds on unfair charges, exchanges for breakages and supplying live advertising material for window or inside displays.

Switching Not Substitution.

On the question of substitution—which is often charged against the retailer who switches a customer from one article to another—Mr. Liggett struck straight from the shoulder and placed the trouble at the door of the manufacturer who did not give the retailer enough profit and who placed him in the position where he was forced by the necessities of business to turn the attention of the customer to another article upon which he could make a decent margin.

He saw nothing but business principles behind this course on the part of the retailer; there was no more of substitution in it than there was in the policy of any large advertiser whose desire was to get the people to buy a certain article or line of goods; there was no more of substitution than in the action of the agent of one automobile company who tried to persuade a prospective buyer that he should buy his car in place of another. If the retailer took the order of the customer for certain goods and gave something that was not as good when the buyer was not in a position to know the difference, that was substitution; but that was altogether different from the salesman who largely through salesmanship persuaded the customer to take one article which probably only differed from what was asked for in the name or the brand.

Short Strawberry Pack at High Prices

Canners Report That Many Purchases Were Made at Ten Cents and as High as Twelve for Select Stock — Fair Prospects for Canned Peas—Canned Goods Being Cleaned up Nicely—Sugar Continues Firm—Raisins and Walnuts Dearer and Prune Outlook a Little Better.

Office of Publication, Toronto, July 2, 1914.

THE general outlook has not altered materially during the week, although there has been considerable improvement in the crop situation in Ontario, where general rains have been a great benefit in districts which were being burned up, and where the filling of the fall wheat heads has been greatly assisted as well as the growth of the spring crops The West continues to send satisfactory reports. There have been general rains and growth as high as 32 inches has been reported, with the heads beginning to fill: damage from hail has been light, and while there are some few districts where there has not been sufficient moisture, there is a big crop assured on the whole.

Western reports, coupled with the killing of rust reports from the United States, have depressed wheat prices still lower and the flour situation is very unsettled. Canada is not in line for export business in competition with the States where the new wheat is earlier and there is much speculation as to whether prices will hold until the new Canadian crop comes in. In some quarters cuts in prices are already reported, while millers are divided on the opinion as to whether or not they should reduce the quotations even after the new crop does come in. It is generally expected, however, that there will be cheaper flour.

The strawberry pack has been a very short one, even shorter than had been predicted, and it is stated that ten cents was paid in cases where there was keen competition with as high as twelve cents for select stock for bottled jam trade. Packers are now at work on the peas which have a good outlook except that there is damage reported from the Western Ontario fields, where there have been heavy rains. Prospects are good for vegetables in general for the canners with a smaller acreage than a year ago, although there is a heavy crop of tomatoes as the result of the failure of the peach crop and the plants so far are in good condition. Canners report stocks, which were heavy at the first of the year, as having been cleared nicely, with the result that some of the staple lines will be exhausted before the new crop comes in; this is taken to indicate that grocers have been selling at close prices and that consumers are appreciating it.

Pork is somewhat firmer, but the low prices have affected lard which is cheaper than for several years. Butter is easier and is getting down to a basis where business may be done with the States; nothing is being shipped to Western Canada. Cheese receipts rose last week, and prices go a little easier, but this appears to be the effort of English buyers to drive prices down and the downward course is hardly warranted by the production, which is greatly below last year.

Raisins and currants are dearer and shelled walnuts higher, and the markets are generally strong, while, with the exception of Regina, there is nothing like a significant improvement in business reported. Winnipeg sees little benefit as yet from the good crop prospects.

Prunes seem to be a little easier, and it would appear that the California damage has been fully discounted, while Pacific Coast prices are too high to tempt European bidding in the face of good crop prospects in Bosnia.

Markets in Brief

QUEBEC MARKETS.

PRODUCE AND PROVISIONS—
- Pork products easier.
- Butter down ½c a pound.

FRUITS AND VEGETABLES—
- Pineapples higher; California oranges lower.
- California deciduous fruits cheaper.
- Old potatoes scarce and higher.

FISH AND OYSTERS—
- Gaspe salmon cheap and coming in freely.
- Halibut higher; good supply of fish generally.

FLOUR AND CEREALS—
- Flour market quiet; cereals slow.
- Mill feeds still selling well.

GENERAL GROCERIES—
- Another advance in woodenware.
- Pink salmon and canned finnan haddie advance.
- Hallowee dates lower.

ONTARIO MARKETS.

GENERAL GROCERIES—
- A short pack of strawberries.
- Washboards to go higher.
- Shelled walnuts dearer.
- Valencia raisins firmer.

FRUITS AND VEGETABLES—
- Old potatoes 1.75 a bag.
- Strawberries continue high.
- Seasonable changes in the market.

FLOUR AND CEREALS—
- Flour situation unsettled.
- Cereals are strong.
- Bran cheaper but shorts firm.

PRODUCE AND PROVISIONS—
- Eggs are dearer.
- Butter market easier.
- Lard cheapest in years.

QUEBEC MARKETS.

Montreal, Que., July 2.—There has been a fair amount of business during past week, but it has not been as brisk as the jobbers would like to see it. Collections are said to have shown a slight improvement, though there is still much to be desired in this direction. Most of the markets show strength and the general tendency is for higher prices.

SUGAR.—A fair demand has been experienced for refined sugar during week and prices remain steady. Since advances of a few weeks ago buying has been limited, and many of the dealers now have pretty low stocks. In view of the market reports from Cuba and New York, it seems likely there will be a firmer market.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	4 45
20 lb. bags	4 55
2 and 5-lb. cartons	4 75
Second grade, in 100 lb. bags	4 30
Yellow Sugars—	
No. 3	4 40
No. 2	4 50
No. 1	4 10
Extra Ground Sugars—	
Barrels	4 85
50 lb. boxes	5 15
20 lb. boxes	5 25
Powdered Sugars—	
Barrels	4 85
50 lb. boxes	5 05
25 lb. boxes	5 05
Paris Lumps—	
100 lb. boxes	5 20
50 lb. boxes	5 40
25 lb. boxes	5 50
Crystal Diamonds—	
Barrels	5 25
100 lb. boxes	5 40
50 lb. boxes	5 50
Cartons and half cartons	7 05
Crystal Dominoes, cartons	7 15

DRIED FRUITS.—The principal business in this department is in raisins and currants. There has been quite a movement in seeded raisins lately. Hallowee loose dates are down half a cent a pound.

EVAPORATED FRUITS.	Per lb.	
Apples, 50-lb. boxes	0 10½	0 11
Nectarines, choice	....	0 11
Peaches, choice	0 09½	0 11
Pears, choice	....	0 13
Apricots	0 16	0 20
DRIED FRUITS.		
Candied Peels—		
Citron	0 16½	0 17½
Lemon	....	0 10½
Orange	....	0 11½
Currants—		
Amalias, loose	....	0 07
Amalias, 1-lb. pkgs.	0 07½	0 08½
Filiatras, fine, loose	0 06½	0 07

Dates—		
Dromedary, package stock, per pkg..	....	0 06½
Fards, choicest	....	0 11
Hallowee, loose	....	0 06
Hallowee, 1-lb. pkgs.	....	0 07½
Figs—		
Finest, 6 crown, about 12 lbs.	0 1[illegible]	0 13½
Same fruit, 5 and 4 crown, 1 and 2 cents less.		
Prunes—		
40 to 50, in 25-lb. boxes, faced	0 12½	0 13
50 to 60, in 25-lb. boxes, faced	0 11½	0 12
70 to 80, in 25-lb. boxes, faced	0 10	0 10½
80 to 90, in 25-lb. boxes, faced	....	0 09½
95 to 100, in 25-lb. boxes, faced	0 06	0 06½
60 to 70, in 25-lb. boxes, faced	0 10½	0 11
Raisins—		
Malaga table, box of 22 lbs., according to quality	2 75	6 00
Muscatels, loose, 3 crown, lb.	....	0 08½
Sultana, loose	....	0 10
Lower grades Sultana, 1 lb. pkgs.	....	0 11
Valencia, new	0 06	0 07
Seeded, fancy	....	0 10½
Seeded, choice	....	0 10

Prices quoted on all lines of fruits liable to be shaded for quantities, according to the state of the market.

TEAS.—There is a steady market for new crop Japan teas, both low and choice grades. There is also a good demand for new crop green and Congou teas, which are 1c to 1½c higher than last year.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 40
Fine	0 30	0 35
Medium	0 25	0 30
Good common	0 18	0 25
Common	0 16	0 18
Yamashiro	0 76	1 00
Ceylon—		
Broken Orange Pekoe	0 30	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
Garden grown	0 76	1 00
India—		
Pekoe Souchongs	0 19	0 20
Ceylon Greens—		
Young Hysons	0 24	0 26
Hyson	....	0 22
Spanish, No. 1	....	0 12¼
Virginia, No. 1	....	0 13¼
Gunpowders	0 19	0 35
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey gunpowder, pinhead	0 30	0 50

COFFEE.—Market is quiet, awaiting arrival of new Brazilian crop. A fair local business is reported for the time of year and prices are as last reported.

Coffee, Roasted—		
Bogotas	0 27	0 30
Gautemala	0 26	0 28
Jamaica	0 24	0 25
Java	0 32	0 35
Maricaibo	0 25	0 26
Mexican	0 27	0 28
Mocha	0 30	0 32
Rio	0 22	0 22
Santos	0 22	0 23
Chicory, per lb.	0 08	0 10

MOLASSES.—Business in this market is quiet and dealers, both in the city and country, seem to be fairly well supplied at present.

Barbadoes Molasses—	Prices for Island of Montreal. Fancy.	Choice.
Puncheons	.30	.28
Barrels	.33	.31
Half barrels	.35	.33

For outside territories prices range about 3c lower per gallon than for delivery, Island of Montreal.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—		
Barrels, per lb., 3½c; ½ bbls., 3¾c; ¼ bbls.		0 04
Pails, 38½ lbs., $1.85; 25 lbs.		1 35
Cases, 2 lb. tins, 2 doz. in case		2 50
Cases, 5 lb. tins, 1 doz. in case		2 85
Cases, 10 lb. tins, ½ doz. in case		2 75
Cases, 20 lbs. tins, ¼ doz. in case		2 70
Maple Syrups—		
Pure, per 8½ lb. tin		0 75
Pure, in 15 gal. kegs, 8c per lb., or per gal.		1 00
Maple sugar, pure, per lb.	0 10	0 11

SPICES.—There is still a good volume of business for the time of year. Most of the grinders report that sales are well up to last year, and it is anticipated that with the arrival of the pickling season the year's business will compare favorably with 1913. Prices generally are firm.

	5 and 10 lb. Tins.	¼ lb. pkgs., doz.	¼ lb. tins, doz.
Allspice	14—17	60—0 70	70—0 80
Cassia	22—27	72—0 90	80—0 90
Cayenne pepper	25—30	72—0 90	90—1 15
Cloves	30—35	1 08—0 95	..—1 08
Cream tartar	28—33	..—1 00	.....
Curry powder	..—35	.....	.....
Ginger, Cochin	18—20	.....	.....
Ginger, Jamaica	22—27	65—0 85	75—0 95
Mace	75—1 00	.....	..—2 75
Nutmegs	25—30	90—0 00	1 60—2 50
Peppers, black	18—20	67—0 75	80—0 90
Peppers, white	28—29	95—1 10	1 10—1 20
Pastry spice	20—27	65—0 95	75—1 10
Pickling spice	14—18	65—0 00	75—0 00
Turmeric	16—18	.....	.....

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Cardamon seed, per lb., in hulk	1 80	2 25
Carraway—		
Canadian, per lb.	....	0 10
Dutch, per lb.	....	0 15
Cinnamon, Ceylon, per lb.	....	0 50
Mustard seed, per lb., in bulk	0 15	0 18
Celery seed, per lb., in bulk	0 30	0 35
Cayenne Chillies	....	0 25
Shredded cocoanut, in pails	0 18	0 20

RICE AND TAPIOCA.—Business in these lines is rather quiet, as is usual at this time, but a fair volume of trade is reported, with prices steady.

Rangoon Rices—	Per cwt.
Rangoon "B"	2 90
C.C."	2 80
India bright	3 05
Lustre	3 16
Fancy Rices—	**Per cwt.**
Polished	4 30
Pearl	4 50
Imperial Glace	4 80
Sparkle	5 00
Crystal	5 00
Snow	5 20
Ice drips	6 35
Carolina head	7 00

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.)

Imported Patna—	Per lb.	
Bags, 224 lbs.	0 05½	0 05⅝
Half bags, 112 lbs.	0 05¼	0 05½
Quarter bags, 56 lbs.	0 05⅜	0 05⅝
Velvet head Carolina	0 09	0 10
Sago, brown	0 04½	0 05

NUTS.—There has been no further advances in the price of nuts, but market for all lines is firm and there has been a steady demand, especially for shelled almonds and walnuts.

Shelled walnuts, per lb.	0 40	0 42
Shelled almonds, 28-lb. boxes, per lb.	0 45	0 46
Finest filberts	....	0 13
Pecan	0 17	0 18
Almonds	0 18½	0 20
Walnuts, Grenoble	0 18	0 19
Walnuts, Marbots	0 15	0 16
Brazils, new	0 13½	0 14½
Peanuts, No. 1, 13c; No. 2	....	0 11
Peanuts, No. 3(9½c; No. 4	....	0 09

DRIED VEGETABLES.—Market is rather quiet at present, though there is a seasonable demand for both peas and beans.

Beans—		
Hand picked, per bush.	2 40	2 50
Canadian white, per bush.	2 10	2 25
Yellow, per bush.	....	2 75
Yellow eyes, per bush.	....	3 25
Lima, per lb.	....	0 08½
Peas, per bushel	2 25	2 40
Peas, Imperial green, per bush.	....	2 50
Barley, per bag	....	3 00

WOODENWARE.—There has been another advance in the price of woodenware. About two weeks ago there was an advance of 5 per cent. in tubs, pails, etc., and a week ago clothes pins were advanced to 80 cents a box. This week an advance of 5 per cent. was made in all kinds of wooden brushes, shoe, scrub, stove and clothes brushes, and whisks. Another five per cent. advance was also announced in clothes pins and the price is now 85 cents a box.

ONTARIO MARKETS.

Toronto, July 2.—The week finds little change in the business situation and conditions are quiet with the favorable feature that grocers are getting better orders proportionately than other branches of the wholesale and retail trade. Generally prices are firm with a higher tendency, if anything, which goes far to prove the stability of the grocery business. During the week there has been an improvement in the Ontario crop outlook both with regard to fall wheat which is now heading out in fine shape, and also the spring crops, which were badly in need of rain in some districts.

SUGAR.—Market continues without much activity but firm, and there is some talk of higher price prospects when present orders have been filled and the direct demand for consumption picks up again. The visible supply denotes an increase of some 89,000 tons, but this is not of significance in proportion to the higher consumption. In Cuba there are only 16 centrals grinding as compared with 22 last year at the same time, and 23 in 1913. Stocks in the United States and Cuba denote a decrease as compared with a year ago. In Cuba there have been rains in some districts, but generally there is a shortage of moisture for new crop.

Extra Granulated Sugars, Montreal Refined—	Per 100 lbs.
100 lb. bags	4 61
20 lb. bags	4 61
10 lb. bags	4 66
2 and 5 lb. cartons	4 81
Second grade granulated, 100-lb. bags	4 41
Nova Scotia refined, 100-lb. bags	4 41
Western Ontario refined, 100-lb. bags	4 41
Extra Ground Sugars—	
Barrels	4 91
50 lb. boxes	4 11
25 lb. boxes	5 31
Powdered Sugars—	
Barrels	4 71
50 lb. boxes	4 91
25 lb. boxes	5 11
Crystal Diamonds—	
Barrels	5 26
100 lb. boxes	5 26
50 lb. boxes	5 36
Paris Lumps—	
100 lb. boxes	5 26
50 lb. boxes	5 36
25 lb. boxes	6 56
Cartons (20 to case)	7 31
Cartons (50 to case)	7 31
Crystal Dominoes, cartons	7 50
Yellow Sugars—	
No. 1	4 11

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

SPICES.—There is a normal demand for spices, considering the season and general conditions. Cream of tartar continues to advance and another increase of a shilling at primary markets has been made during the week on unfavorable reports from France. This makes increases totaling about a cent a pound in the past few weeks, but so far there has been no change made in the prices to the retail trade.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	0 10	0 13—0 15
Allspice, whole	.....	0 12—0 15
Cinnamon, whole	.....	0 20—0 25
Cinnamon, ground	0 17—0 18	0 20—0 25
Cinnamon, Batavia	.....	0 25—0 35
Cloves, whole	.....	0 25—0 30
Cloves, ground	0 18—0 23	0 28—0 30
Cream of tartar	0 18—0 21	0 32—0 34
Curry powder	.....	....—0 25
Ginger, Cochin	0 12—0 15	0 18—0 21
Ginger, Jamaica, ground	0 15—0 18	0 22—0 25
Ginger, Jamaica, whole	.....	0 22—0 25
Ginger, African, ground	.....	....—0 16
Mace	.....	0 75—1 00
Nutmegs, brown, 64s, 50c; 80s, 40c; 100s	.....	....—0 35
Nutmegs, ground, hulk, 45c; 1 lb. tins	.....	....—0 55
Pastry spice	.....	....—0 25
Peppers, black, ground	0 10—0 14	0 17—0 20
Peppers, black whole	.....	0 18—0 20
Peppers, white, ground	0 15—0 23	0 27—0 30
Peppers, white, whole	.....	0 26—0 28
Pickling spice	.....	....—0 16
Turmeric	.....	0 25—0 35

DRIED FRUITS.—The business in dried fruits is fair for season. Stocks of evaporated apples are low, and al-

though the turnover is not large, the prices are very firm. Valencia raisins are firm, an advance of half a cent in the quotations, from the bottom of the range. Currants are very firm on advices from primary sources of damage to the coming crop. Prunes are inclined to be a little easier; damage on the Pacific coast has been fully discounted and there are good yields reported from Bosnia, with the result that Europe is not bidding strong for California stock at the high prices.

Apples, evaporated, new per lb.	0 10½	0 11
Apples, evaporated, old, per lb.	0 09	0 10
Apricots—		
Standard, 25 lb. boxes	0 16½	0 18
Choice, 25 lb. boxes	0 18	0 18½
Fancy	0 22	0 24
Candied Peels—		
Lemon	0 10	0 12
Orange	0 10	0 12
Citron	0 16	0 17
Currants—		
Filiatras, per lb.	0 06½	0 06¾
Amalas, choicest, per lb.	....	0 07
Patras, per lb.	....	0 07½
Vostizzas, choice	....	0 09
Vostizzas, shade dried	0 10½	0 11
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 08½	0 09½
Fards, choicest, 60-lb. boxes	0 08	0 08½
Package dates	0 06¼	0 09
Hallowees	0 05¾	0 06
Prunes—		
30-40s, California, 25 lb. boxes	0 14	0 15
40-50s, 25 lb. boxes	0 13	0 14
50-60s, 25 lb. boxes	0 12½	0 12¾
60-70s, 50 lb. boxes	0 10½	0 11
70-80s, 50 lb. boxes	0 10	0 10½
80-90s, 50 lb. boxes	0 09½	0 10
90-100s, 50 lb. boxes	0 08¼	0 08½
25-lb. boxes, ¼c more.		
Peaches—		
Standard, 50-lb. boxes	0 07¼	0 08
Choice, 50-lb. boxes	0 09	0 10
25-lb. boxes, ¼c more.		
Raisins—		
Sultana, choice, new	0 06	0 10
Sultana, fancy, new	0 10	0 12
Valencia, new stock	0 07	0 08
Seeded, fancy, 1 lb. packets	0 10½	0 11
Seeded, choice, 1 lb. packets	....	0 10
Seeded, choice, 12 oz.	....	0 10½
Seedless, 16 oz., packets	0 10¼	0 11
Seedless, 12 oz. packets	0 08½	0 09

NUTS.—Market for nuts continues firm, particularly shelled stocks, and another increase is noted in the price of shelled walnuts. Few Brazils are selling at present for reason that buyers usually prefer to purchase early and take their own shrinkage or else wait until after the shrinkage has gone into effect.

	Per lb.	
In shell—		
Almonds, Tarragona	0 18	0 18½
Brazils, medium, new	0 11	0 12
Brazils, large, washed, new	0 12	0 13
Chestnuts, peck	1 75	1 90
Filberts, Sicily, new	0 12	0 13
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 10½	0 11
Peanuts, fancy, roasted	0 09½	0 10
Pecans	0 17	0 18
Walnuts, Grenoble, new	0 16	0 17
Walnuts, Bordeaux	0 13	0 13½
Walnuts, Marbots	0 14	0 15
Shelled—		
Almonds	0 44	0 46
Filberts	....	0 27
Peanuts	0 11	0 12
Pecans	0 56	0 60
Walnuts, new	0 45	0 46

SYRUPS.—In syrups there is a small volume of business as is usual at this season, but makers of corn products state that the better trade in starch makes up the deficit to a large extent. Prices unchanged and firm on the continued high quotations for corn.

	Per case.	
Syrups—		
2 lb. tins, 2 doz. in case	....	2 50
5 lb. tins, 1 doz. in case	....	2 85
10 lb. tins, ½ doz. in case	....	2 75
20 lb. tins, ¼ doz. in case	....	2 70
Barrels, per lb.	....	0 03½
Half barrels, lb.	....	0 03¾
Quarter barrels, lb.	....	0 04
Pails, 38½ lbs. each	....	1 85
Pails, 25 lbs. each	....	1 35
Molasses, per gallon—		
New Orleans, barrels	0 26	0 28
New Orleans, half-barrels	0 28	0 30
West Indies, barrels	0 22	0 24
West Indies, half barrels	0 24	0 26
Barbadoes, fancy, barrels	0 45	0 48
Barbadoes, fancy, half barrels	0 47	0 51
Maple Syrup—Compound—		
Gallons, 6 to case	4 40	4 80
½ gals., 12 to case	4 70	5 40
¼ gals., 24 to case	4 70	5 40
Pints, 24 to case	2 50	3 00
Maple Syrup—Pure—		
5 gallon cans, 1 to case	6 45	6 60
Gallons, 6 to case	6 60	8 00
½ gallons, 12 to case	6 95	7 25
Quarts, 24 to case, in glass	7 00	7 25
Pints, 24 to case	4 00	5 90
Maple Sugar—		
Pure, per lb.	....	0 12½
Maple Cream Sugar—		
24 twin bars	....	1 80
40 and 48 twin bars	3 60	4 85
Maple butter, lb. tins, dozen	....	1 90

COFFEE. — The coffee situation is without change with business fair. The Brazilian crop should be the next factor of importance.

Coffee, Roasted—		
Bogotas	0 25	0 27
Guatemala	0 26	0 28
Jamaica	0 24	0 25
Java	0 30	0 32
Maricaibo	0 25	0 26
Mexican	0 25	0 27
Mocha	0 29	0 32
Rio	0 17	0 18
Santos	0 19	0 21
Chicory, per lb.	0 10	0 12

TEAS.—London cables would indicate that market for teas is just a little easier on lower quotations for Ceylons, although Japans are high, having come into the market at 2 cents over last year. Tea prices have been so high, however, that anything like fractional changes in price will be quickly absorbed by the brokers.

Japans—		
Choicest	0 40	0 50
Choice	0 30	0 40
Fine	0 30	0 35
Medium	0 25	0 30
Good common	0 15	0 18
Ceylon—		
Broken Orange Pekoe	0 30	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—		
Pekoe Souchongs	0 19	0 20
Indian Pekoes	0 20	0 24
Ceylon Greens—		
Young Hysons	0 24	0 26
Hyson	0 22	0 24
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey gunpowder, pinhead	0 30	0 50
Moyune, gunpowder, pinhead	0 33	0 45

RICE AND TAPIOCA.—Considering the season and small volume of trade, prices for rice and tapioca are firm and the cheapness of these commodities does not warrant any hope for lower quotations.

Rangoon, per lb.	0 03	0 04
Rangoon, fancy, per lb.	0 04	0 05
Patna, per lb.	0 05½	0 06½
Japan, per lb.	0 06½	0 07½
Java, per lb.	0 06½	0 07
Carolina, per lb.	0 10	0 11¼
Sago—		
Brown, per lb.	0 05	0 05½
White, per lb.	....	0 05
Tapioca—		
Bullet, double goat	....	0 09½
Medium pearl	0 04½	0 05
Seed pearl	0 05	0 05¼
Flake	....	0 09½

BEANS.—Stocks of beans are very low, and although there is not much demand, prices are very firm.

	Per bushel.	
Beans—		
Canadian primes	2 15	2 20
Canadian, extra H. P.	....	2 40
Yellow eyes	3 00	3 25
Brown	....	3 25
Lima	0 08	0 09½
Peas, blue Canadian, per bush.	2 00	2 25
Peas, green, imported, bush	....	2 40

WOODENWARE.—Market for woodenware is strong and it is announced that there will be an advance in washboards on the 15th. Clothespins, too, are likely to advance. It is yet too early to speculate on the broom crop in the south but the outlook is not too favorable.

CANNED GOODS.

MONTREAL.—An advance was made in the price of pink salmon this week and the quotation is now $1 per doz. Other grades of salmon will no doubt follow suit very soon. Canned Canadian finnan haddie is also up, the new price being $1.35 to $1.40 per doz. This is a line that only a few years ago retailed at 10 cents per can. All kinds of canned goods are in good demand and the tendency all round seems to be for firm prices.

TORONTO.—The strawberry pack is over and reports are that it has been even shorter than the outlook has indicated. The smallness of the yield led to sharp competition in some districts and Canadian Grocer is informed that while the price was given as eight cents, the average would be nearer ten cents, while as high as twelve was paid for exceptionally choice stock. This means that there is likely to be a short stock and high prices. Packers are now at work on the peas and the prospects are for a good yield, although some damage has been reported in the fields in the western part of the province as the result of too heavy rains about the end of the week, the crop having been beaten down in some sections. Generally speaking, the outlook is good for all vegetables and especially tomatoes, and the acreage should be smaller than a year ago, except perhaps with regard to the latter which were planted heavily on the failure of the peach crop. Brokers report that since the first of the year old stocks have been clearing nicely, and what looked like a situation where big stocks would be left on hand has changed to one where most lines give promise of clearing up nicely. This condition is no doubt due to cheap prices.

MANITOBA MARKETS.

Winnipeg, July 2.—While it is reported from all parts of the country that crop conditions are good, even if the weather is a little dry, there is yet no marked improvement in business conditions. Small ordering is the general practice, and no change in this regard is expected.

Prices have remained remarkably steady. Dried apricots are expected on the market within a week or ten days and the prices of these are being fixed. Beans have not yet moved upward, though only an unusual condition of trade accounts for this. They are certain to advance before very long.

SUGAR AND SYRUP.—Though the demand for sugar remains heavy, no change whatever is noted in prices, nor is there much which makes a change seem likely just now. Syrups also are steady.

	Per cwt. in sacks.
Sugar, Eastern—	
Extra standard granulated	4 90
Extra ground or icing	5 40

Powdered		5 20
Lumps, hard		5 85
Montreal, yellow		4 50
Sugar, B.C.—		
Extra standard granulated		4 90
Yellow sugar, No. 1		4 50
Yellow sugar, No. 2		4 35
Yellow sugar, No. 3		4 25
Bar sugar		5 05
Icing sugar		5 25
Powdered sugar		5 05
H. P. lumps		5 75
Sugar packed in barrels, 5c per cwt. more.		
Sugar, Western Ontario—		
Sacks, per 100 lbs.		4 80
Barrels, per cwt.		4 75
Halves, 50 lbs., per cwt.		4 80
Bales, 20 lbs., per cwt.		4 85
Powdered, barrels		5 10
Powdered, 50s		5 45
Powdered, 25s		5 75
Icing, barrels		5 40
Icing, 50s		5 65
Icing, 25s		5 80
Icing, pails		5 70
Cut loaf, barrels		5 50
Cut loaf, 50s		5 75
Cut loaf, 25s		6 00
Corn Syrups—		
Barrels, per 100 lbs.		4 25
Cases, 20-lb. tins, ¼ doz. in case		2 77
Cases, 10-lb. tins, ½ doz. in case		2 76
Cases, 5-lb. tins, ½ doz. in case		2 88
Cases, 2-lb. tins, 2 doz. in case		2 48
American, 2-lb. tins, 24 tins case, case		2 40
American, 5-lb. tins, 12 tins case, per case		2 76
American, 10-lb. tins, 6 tins case, per case		2 65
American, 20-lb. tins, 3 tins case, per case		2 66
B. C. Cane Syrups—		
2-lb. tins, 2 doz. to case, per case		2 85
5-lb. tins, 1 doz. to case, per case		3 20
10-lb. tins, ½ doz. to case, per case		3 00
20-lb. tins, 3 tins to case, per case		2 95
(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)		
Molasses—	Per gal.	
Barbadoes		0 49
New Orleans		0 31
Maple Syrups—	Per case.	
Imperial quarts, case 2 doz.		5 40
Imperial ½ gals., 1 doz.		5 55
New, pure, ½ gal., case		9 00
New, pure, ½ gal., quarts, case 2 doz.		9 70
New, pure, quart bottles, case 2 doz.		9 75

DRIED FRUIT.—Indieations eontinue to point towards a large peach erop in California. It is therefore likely that the prices for the new erop will be lower. As has been indieated, new apricots will be on the market within a fortnight. They will be quoted approximately as follows: Choiee 25's, 15¾e; ehoiee 10's, 16¾c; standard 25's, 14e.

Apples, evaporated, new, per lb.		0 11
Currants—		
Dry clean		0 07
Washed		0 07¾
1 lb. package		0 08
2 lb. package		0 15
Vostizzas, 1 lb.		0 10¼
Dates—		
Hallowi, loose, per lb.		0 05¾
Hallowi, 1 lb. pkgs.		0 07
Fard dates, 12-lb. boxes		1 00
Peaches—		
Standard, 25-lb. boxes		0 07½
Choice, 25-lb. boxes		0 07¾
Extra choice, 25-lb. boxes		0 08¾
Prunes, in 25-lb. boxes—		
90 to 100		0 07½
80 to 90		0 08
70 to 80		0 10½
60 to 70		0 11½
50 to 60		0 12
40 to 50		0 13
Raisins, Valencias—		
Extra select Valencias, 28's, box		2 15
Raisins, Sultanas—		
California		0 09¾
Smyrnas	0 08	0 12½
Raisins, Muscatels—		
3 crown loose, 50s		0 08¾
3 crown, loose, 25s		0 09
Choice seeded, lb.		0 09¾
Extra fancy seeded, lb.		0 10
Raisins, Australians—		
Lexias, 56-lb. boxes		0 08½

BEANS.—It is said that beans could not be bought in the east for the prices whieh are being quoted here. Stoeks have been large, and for this reason and because of eompetition, quotations have been kept low. The demand has been heavy, however, with the result that the supply is greatly reduced. When new ordering is neeessary to fill the dealers' demand, a higher price is sure to be fixed.

Beans—		
Austrian, hand picked		2 35
3 lb. picker		2 10
Cal. Lima, per lb.		0 07
Peas—		
Split peas, sack, 98 lbs.	3 30	3 40
Whole peas, bushel		2 00
Barley—		
Pot, per sack, 98 lbs.		3 10
Pearl, per sack 98 lbs.		4 60

NUTS. — This market exceedingly quiet. Only peanuts moving at all briskly.

Almonds, Tarragona		0 18½
Brazils		0 14½
Filberts, Sicily		0 13¾
Peanuts, Jumbos, roasted	0 11¾	0 14
Peanuts, choice, roasted		0 10½
Peanuts, fancy, roasted		0 11½
Pecans		0 20½
Walnuts, Grenoble		0 17
Walnuts, Marbot		0 14
Shelled—		
Almonds		0 44
Walnuts		0 41

FISH AND OYSTERS.

MONTREAL.—Gaspe salmon is now coming in freely and the price has dropped to 12 cents. This is the height of the season for this fish, and dealers will find it a profitable line to handle at this priee. Owing to increased cost at the coast, halibut has advanced a cent a pound. The run of shad is nearly over, but quotations are the same as last week. Brook trout are still extremely scarce, but gaspereaux are in good supply. Lake trout and whitefish are plentiful, and dore is very scarce. Haddock and cod are in good supply at low prices. There is a fair demand, for the season of the year, for smoked, pickled and salt fish. Lobsters are scarcer and higher.

TORONTO.—For the season the fish business is holding fairly strong, with good supplies of most of the fresh varieties. Price quotations are down a cent a pound for halibut, haddock, cod and salmon.

FRESH FISH.

	Montreal	Toronto
Halibut, fancy, express, per lb.	0 11	0 10
Haddock, fancy, express, lb.	0 04	0 06
Steak cod, fancy, express, lb.	0 07	0 07
Market cod, per lb.	0 05	....
Flounders, fancy, express, lb.	0 06	0 08
Gaspe salmon, per lb.	0 12	0 18
Buck shad, fancy, express, each	0 30	....
Roe shad, fancy, express, each	0 60	0 80
Shad herring (Gaspereaux), each	0 02½	0 03
Dressed bullheads, per lb.	0 12	....
Brook trout, per lb.	0 30	....
Whitefish, per lb.	0 12	0 12
Lake trout, per lb.	0 12	0 10
Bluefish, per lb.	0 12	0 12
Herrings, per 100 count	1 50	1 75
Herring	....	0 07
Dore, per lb.	0 12	0 12
Mackerel, per lb.	0 10	0 12
Striped bass, per lb.	....	0 15
Pike, per lb.	0 08	0 08
Perch, per lb.	0 05	0 07
Sea bass, lb.	....	0 12

SMOKED FISH.

	Montreal.	Toronto.
Haddies, per lb.	0 08	0 08
Haddies, 15-lb. and 30-lb. boxes, lb.	.07½-.08	.08-.09
Haddies, fillets, per lb.	.11	.11
Haddies, Niobe, bon'eless, per lb.	.10	.10
St. John bloaters, 100 in box	1.10	1.20
Yarmouth bloaters, 60 in box	1.20	1.20
Smoked herrings, medium, box	.16	.15
Smoked boneless herrings, 10-lb. box	1.00	1.15
Kippered herrings, selected, 60 in box	1.00	1.25
Kippered herrings, ordinary, 60 in box	1.10	1.20
Smoked salmon, per lb.	.22	.23
Ciscoe herrings, basket of 15 lbs	1.75	1.80
Smoked eels	.12	.10
Smoked halibut	...	.20

FROZEN FISH—SEA FISH.

	Montreal.	Toronto.
Salmon—Gaspe, large, per lb.	....	.12
Salmon, red—steel heads, per lb.	.12-.13	.12-.13
Salmon, red—sockeyes, per lb.	.10-.11	.11
Salmon, red—Cohoes or silvers, lb.	.10	.11
Salmon, pale qualla, dressed, per lb.	.07-.07½	.08½
Salmon, pale qualla, dressed, per lb.	.07-.07½	.06½-.09
Halibut, white western, large and medium, per lb.	.07½-.08	.09
Halibut, eastern chicken and medium, per lb.	.10-.11	...
Mackerel, bloater, per lb.	.07-.08	.09
Haddock, medium and large, lb.	.05½-.06	.07-.08
Market codfish, per lb.	.05-.05½	.07-.08
Steak codfish, per lb.	.06½-.07	.09
Canadian soles, per lb.	.08	...
Blue fish, per lb.	.16-.17	.15

FROZEN—LAKE AND RIVER.

White fish, large, per lb.	.10-.11	.10-.11
White fish, small tulibees, per lb.	.06½-.07	.06½
Lake trout, large and medium, lb.	.11-.12	.12

Dore, dressed or round, lb.	.09-.10	.09-.10
Pike, dressed and headless, lb.	.06½-.07	.06
Pike, round, per lb.	.06-.06½	.07-.08

PICKLED FISH.

Salmon, Labrador, tierces 300 lb.	21 00	....
Salmon, Labrador, bbls., 200 lbs.	15 00	....
Salmon, Labrador, half bbls., 100 lbs.	8 00	....
Salmon, B.C., bbls.	15 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lb.	12 00	....
Sea trout, Labrador, bbls., 200 lb.	11 50	....
Sea trout, Labrador, half bbls., 200 lb.	6 50	....
Mackerel, N.S., bbls. 200 lb.	12 00	....
Mackerel, N.S., half bbls., 100 lb.	7 00	....
Mackerel, N.S., pails, 20 lb.	1 75	....
Herrings, Labrador, bbls.	6 50	....
Herrings, Labrador, half bbls.	3 50	....
Herrings, Nova Scotia, bbls.	6 00	....
Herrings, Nova Scotia, half bbls.	3 25	....
Lake trout, half bbls.	..	8 00
Quebec sardines, bbls.	5 00	....
Quebec sardines, half bbls.	2 75	....
Tongues and sounds, per lb.	0 10	....
Scotch herrings, imported, half bbls.	8 00	....
Holland herrings, imported milkers, hf bbls	5 00	....
Holland herrings, imported milkers, kegs	0 75	....
Holland herrings, mixed, half bbls.	6 00	....
Holland herrings, mixed, kegs	0 65	0 65
Lochfyne herrings, kegs	1 25	....

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb	7 50	7 50
Dried hake, medium and large, 100 lb.	7 00	....
Dried pollock, medium and large, 100 lb.	7 00	....
Dressed or skinless codfish, 100-lb. case	7 00	7 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs per lb.	0 07½	0 08
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 30-lb. boxes	0 10	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, ½-lb. each, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standards, solid meats, gal.	1 80	....
Standards, ordinary, gal.	1 50	....
Selects, per gal.	2 00	....
Best clams, imp. gallon	1 50	....
Best scollops, imp. gallon	2 00	....
Best prawns, imp. gallon	2 00	....
Best shrimps, imp. gallon	2 25	....
Sealed best standards, quart cans, each	0 35	....
Sealed best select, quart cans, each	0 45	....

OYSTERS, CLAMS, MUSSELS AND SHELL FISH CRUSTACEANS, ETC.

Cape Cod shell oysters, per bbl.	12 00	....
Malpeque, shell oysters, selected J.A.P., per bbl.	10 00	....
Malpeque, shell oysters, C.C.I., bbl.	12 00	....
Clams, per bbl.	6 00	....
Mussels, per bbl.	6 00	....
Live lobsters, medium and large, per lb.	0 22	0 40
Boiled lobsters, medium and large, lb.	0 16	....
Soft shelled crabs, doz	....	0 80
Winkles, bush.	....	3 75
Little Necks, per 100	....	1 25

ALBERTA MARKETS.

Calgary, Alta., July 1.—(Special).—Crop conditions in most of this provinee are favorable aceording to a crop report just issued by the Crown Lumber Company. The third strike of oil near here has now, it is thought, proven the field, and outsiders are floeking here. This reacts favorably on business eonditions in the distriet. Colleetions in the eity are reported fair, but are said to be poorer in the country. The market generally is fairly active and wholesalers are hopeful. Vegetables are expected to become lower shortly.

Produce and Provisions—		
Butter, creamery, per lb.		.28
Butter, dairy, No. 1, .24; No. 2		.22
Cheese, per lb.	0 16	0 16¼
Eggs, fresh, per case	7 10	7 25
Lard, 3's per case		7 90
Lard, 5's per case		7 85
Lard, 10's per case		7 75
Lard, 20's, each		2 60
Dried Fruits—		
Apricots, choice		.25
Currants, gulf cleaned		.08
Figs, natural 6's		off market
Evaporated apples, per lb.	0 10¾	0 11¼
Dried peaches 25s choice		0 08½
Prunes, 70-80, 25s		0 11
Raisins, muscats, 50s		0 08¾
Raisins, muscats, 25s		0 09
Raisins, Valencias, select, 28s	2 35	2 65
Raisins, seeded, choice		0 08¼
Green Fruits and Vegetables—		
Apples, Wash., box		3 25
Celery, Florida, per crate		4 00
Grape Fruit, Florida	6 75	7 00
Lemons, California	7 00	8 00
Oranges, navel	3 25	4 75
Onions		5 00
Tomatoes, crate	6 00	6 50
Nuts—		
Almonds, whole	0 17¼	0 18
Brazil	0 18	0 21
Filberts		0 14½
Walnuts		0 19
General—		
Potatoes, per cwt.	2 00	2 50
Potatoes, new		4 25
Beans, Ontario, per bushel	2 00	2 50

Beans, Austrian	....	2 65
Coffee, whole roasted, Rio	....	0 17
Rice, per cwt.	0 04	0 06½
Sugar, standard, gran., per cwt.	....	5 50
Sugar, yellow, per cwt.	....	4 85
Canned Goods—		
Apples, gals., case, doz.	....	4 00
Corn, standard, per 2 dozen	....	2 55
Peas, standard, per 2 dozen	....	2 25
Plums, Lombard	2 40	2 60
Peaches	....	3 75
Strawberries and raspberries	....	4 50
Tomatoes, standard, per dozen	....	2 50
Salmon, Sockeye, 4 doz. case, 1s.	....	8 75
Red Springs, 1s	....	7 00
Cohoes, 1s	....	5 75

Saskatchewan Crops and Market Situation

Regina, Sask., July 2.—(Special by Wire).—From all parts of the province come most encouraging reports of the condition of the crops. The weather has been ideal for the most satisfactory growth of all grains, and there is no reason to discount the optimistic tone expressed respecting the outlook up to the present. The last week of June was cool. On Friday, June 26, heavy showers were general throughout Southern Saskatchewan, and coming just at this particular time they are looked upon as a boon by the farmers. Such showers, accompanied by cool weather as they were a little later, might prove disastrous to the crops, causing rust, but as it is, they came at a time when the grains require a great deal of moisture.

Geo. Bury, vice-president of the C. P. R., after a trip through the West, declares that he never saw the crops looking better, nor in a more promising condition. Excepting in a few particular cases, the stand in all grains was uniformly excellent.

The finest sample of wheat exhibited in Regina this year was a sheaf of "Prelude" grown on the farm of J. A. Dale, Salton, which measured 32 inches in height, and which was fully headed. The sample was taken from a field of grain of about sixty acres in extent, which appeared to be fairly uniform. It was planted on May 2, it being just 53 days from the day the seed was sown until it was headed out. It was sown on summer fallow land.

J. E. Paynter, Hail Commissioner, returned to the Capital from the Kindersley district the other day, and reported that the hailstorm in that district had not been as severe as at first reported. The district affected was about twenty miles in length and ten miles in width. Several claims had been made for hail insurance. On account of the storm occurring early in the season, while the grain was young, it is believed that the crop will not suffer materially as a result. This has been about the first instance of hail occurring this year in the province.

General Market Conditions.

Markets are exceptionally quiet, green fruits and vegetables showing the most fluctuation. Even in this instance prices have remained firm during past week. Business, however, is reported to be good. It is stated here that the sugar crop this year is likely to be smaller than last, and it is feared that this will have a tendency to send the prices up later in the season. Lard is about the only staple article which has changed, it having declined one-half cent per pound. No change is reported in produce and provisions, including eggs, butter and cheese, although creamery butter is at 25 cents.

Native vegetables are offered but in limited quantities as yet. The strawberry season is about over, and quotations remain firm. They are quoted from $3.75 to $4.25. Florida tomatoes are now being sold at $5. Watermelons have taken a drop of $1 per dozen. They are now wholesaling at $8.50 per dozen.

Produce and Provisions—		
Butter, creamery, per lb.	0 26	0 27
Butter, dairy, No. 1, 20c; No. 2	0 15	0 18
Cheese, per lb.	0 16	0 16¼
Eggs, fresh, per doz.	....	0 19
Lard, 3's, per case	....	7 50
Lard, 5's per case	....	7 45
Lard, 10's, per case	....	7 40
Lard, 20's, each	....	2 45
Dried Fruits—		
Apricots, choice, Cal., 25 lb. boxes.	....	.20
Currants, gulf cleaned	....	0 08¼
Figs, natural 6's	....	0 06¾
Evaporated apples, per lb.	0 11½	0 12¼
Dried peaches, 25s	0 08	0 08½
Dried peaches, choice, 25s	0 09½	0 11
Prunes, 70-80, 25s	....	0 11¼
Raisins, muscats, 50s	....	0 08¾
Raisins, muscats, 25s	....	0 09
Raisins, Valencias, select, 28s	2 35	2 65
Raisins, seeded, choice	0 07½	0 09⅜
Green Fruits and Vegetables—		
Apples, American, box	3 25	3 50
Apples, B.C., box	....	3 00
Celery, Cal., doz.	....	1 25
Grape Fruit, Florida	....	6 80
Lemons, Messina	....	6 00
Lemons, California	7 50	8 50
Oranges, navel	4 00	4 75
Onions, Australian	....	5 25
Rhubarb, 40-lb. box	....	1 75
Potatoes, new	....	2 50
Potatoes, old	1 25	1 50
Pineapples	....	5 00
Strawberries	3 75	4 25
Tomatoes, Cal., case	2 39	2 65
Tomatoes, Florida	5 00	5 50
Nuts—		
Almonds, whole	0 17¼	0 18¼
Brazil	0 18	0 21
Filberts	....	0 14½
Walnuts, shelled, 46c; in shell	....	0 19
General—		
Beans, Ontario, per bushel	2 00	2 50
Beans, Austrian	....	2 65
Coffee, whole roasted, Rio	....	0 17
Potatoes, per bushel	....	1 50
Flour, 98's, $2.75; rolled oats, 80's	....	1 80
Rice, per cwt.	....	3 90
Sugar, standard, gran., per cwt.	....	5 27
Sugar, yellow, per cwt.	....	4 87
Canned Goods—		
Apples, gals., case, $1.61-$1.91, doz.	....	3 82
Corn, standard, per 2 dozen	....	2 21
Peas, standard, per 2 dozen	2 00	2 05
Plums, Lombard	2 10	2 21
Peaches	....	2 91
Strawberries and raspberries	....	4 20
Tomatoes, standard, per dozen	....	2 65
Salmon, Sockeye, 4 doz. case, 1s.	8 50	9 00
Red springs, 1s	....	6 70
Cohoes, 1's, $5.50; hump back, 1's	....	3 60

NEW BRUNSWICK MARKETS

By Wire.

St. John, July 2.—With the exception of Ontario flour, markets show little activity. There was a drop of 20 cents in Ontario flour on Tuesday, and it came as no surprise, as market had been quiet, with little demand. Manitoba shows no change, and none is expected at present. High quotings of grain cause local dealers to expect an advance in oatmeal. Sugar advance of 10 cents in New York may possibly be followed here, though no change as yet. Molasses is slightly easier, with lower sales. Pure lard is lower at 13¼c to 13½c; market easier. Eggs are more plentiful at 19-20 cents. Butter is coming in better supply, though with haying season on is expected to strengthen. Native vegetables more abundant. Dealers report splendid business over all parts of the province.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.	....	0 17
Beef, barrel	23 75	25 00
Beef, corned, 1 lb.	2 55	2 75
Beef, corned, 2 lb.	4 25	4 85
Pork, American clear, per bbl.	24 25	26 25
Pork, domestic, per bbl.	....	29 50
Butter, dairy, per lb.	0 21	0 22
Butter, creamery, per lb.	0 25	0 26
Cheese, new, lb.	0 14	0 14¼
Eggs	0 19	0 20
Lard, compound, per lb.	0 11½	0 11¾
Lard, pure, per lb.	0 13¼	0 13½
Flour and Cereals—		
Cornmeal, gran.	....	5 50
Cornmeal, ordinary, bags	....	1 80
Flour, Manitoba, per bbl.	....	6 45
Flour, Ontario, per bbl.	....	5 65
Rolled oats, per bbl.	....	5 40
Oatmeal, standard, per bbl.	....	5 95
Fresh Fruits and Vegetables—		
Lemons, Messina, box	3 50	4 00
Oranges, Val., case	4 00	5 50
Potatoes, barrel	....	2 25
Sugar—		
Standard granulated	4 60	4 70
United Empire	4 50	4 60
Bright yellow	4 40	4 50
No. 1 yellow	4 10	4 20
Paris lumps	5 30	5 60

CANNED GOODS DATING.

In his address to the United States National Wholesale Grocers' Association Convention held recently, Oscar McGlasson, the president, had this to say on the dating of canned goods:— A law requiring the month and year when canned fruits, vegetables and fish are packed to be placed on the label will serve no good, but will certainly cost the consumer a great deal of money. It has been shown beyond any question of doubt, in practical laboratory tests by private concerns, and also by the Bureau of Chemistry at Washington, that canned goods are just as wholesome and healthy the second, fifth or tenth year as said goods were the first year packed. At a meeting of the Chicago Wholesale Grocers and Brokers last year, Mr. Robert J. Roulston, canned goods buyer, produced two cans of corn, both packed by the same company, one in 1893 and the other in 1913. The two cans were cut in the presence of all, the contents examined by over fifty experts, and it was unanimous that the can packed twenty years ago was just as sweet, pure and wholesome as the one packed less than a year. Reputable manufacturers and canners of food articles have shown a willingness to aid in the administering of food laws and have cheerfully conformed to all reasonable and sensible rules and regulations, but a law requiring the date foods are packed placed on label would be impractical and not good common sense. The consumer is now paying, caused largely by conditions forced upon the jobber and retailer, quite enough for the necessities of life.

FLOUR and CEREALS

Flour Market is Very Unsettled; Speculation as to Effect of New Crop

Some Shading of Prices Reported From Certain Quarters, While Some Millers Maintain the Quotations Will Remain Firm Until New Wheat Comes in if Not Later.

MONTREAL.

FLOUR.—Market is still rather quiet. There is an easier trend and buying has been very light. Dealers are apparently pretty sell stocked up with flour, which was bought from time to time in order to get a supply of feed. Now that the demand for feed is easing somewhat orders are slow.

	per bbl.
Manitoba Wheat Flour—	
First patents	5 60
Second patents	5 10
Strong bakers'	4 90
Flour in cotton sacks, 10 cents per barrel more.	

	Car lots.	Small lots.
Winter Wheat Flour—		
Fancy patents	5 25	5 50
90 per cent.	4 90	5 10
Straight roller	4 70	4 90
Blended flour	4 85	5 25

CEREALS.—Market rules quiet under a fair demand. While some sales have been made lately, business generally in both rolled oats and cornmeal is rather on the dull side. Prices remain as last quoted.

	Per 96-lb. sack
Cornmeal—	
Kiln dried	2 10
Softer grades	1 95
Rolled Oats—	90's in jute
Small lots	2 25
25 bags or more	2 15
Rolled oats in cotton sacks, 5 cents more.	
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.	
Rolled wheat—	100-lb. bbls.
Small lots	2 85
Hominy, per 96-lb. sack	2 50

MILL FEEDS.—Sales of feeds are dropping off somewhat, though the demand is still sufficient to keep millers active. Owing to the dry weather, hay crop is reported to be suffering, and this has helped to keep a fair volume of orders going for feeds. Though prices have not been changed, it would not be surprising to see a decline in near future.

Mill Feeds—	Car lots, per ton
Bran	23 00
Shorts	25 00
Middlings	28 00
Wheat moulee	28 00
Feed Flour	33 00
Mixed, chop, ton	30 00
Crushed oats, ton	30 00
Barley, pot. 98 lbs.	2 75 3 00
Oat chop, ton	30 00
Barley chop, ton	30 00

TORONTO.

FLOUR.—Although there is a quiet market and prices for wheat are very cheap, flour quotations are generally holding their own, although there are reports of some reductions on the part of dealers which are not affecting the retail trade. There is considerable speculation as to the future flour market, because prices are out of line for export, particularly in view of the cheap wheat in the United States, where the new crop affects the market before it does here. There is a difference of opinion amongst the millers interviewed as to what the developments will be when the new crop comes in.

	Small lots. per bbl.	Car lots. per bbl.
Manitoba Wheat Flour—		
First patent	5 70	5 50
Second patent	5 20	5 00
Strong bakers	5 00	4 80
Flour in cotton sacks, 10c per bbl. more.		

	Small lots. per bbl.	Car lots. per bbl.
Winter Wheat Flour—		
Fancy patents	5 40	4 90
90 per cent.	5 00	4 70
Straight roller	4 95	4 55
Blended flour	5 25	4 85

CEREALS.—The high prices for both corn and oats are responsible for strength in the cereal market, despite the fact that it is the off season. Further increases in the prices for cornmeal are talked of in some quarters.

Barley, pearl, 98 lbs.	....	4 50
Barley, Dutch pearl, 98 lbs.	....	4 75
Buckwheat grits, 98 lbs.	4 75	5 00
Corn flour, 98 lbs.	....	2 50
Cornmeal, yellow, 98 lbs.	2 30	2 45
Graham flour, 98 lbs.	....	2 70
Hominy, granulated, 98 lbs.	2 50	2 60
Hominy, pearl, 98 lbs.	2 50	2 60
Oatmeal, standard, 98 lbs.	2 50	2 65
Oatmeal, granulated, 98 lbs.	2 50	2 65
Peas, Canadian, boiling, bush.	2 00	2 25
Peas, split, 98 lbs.	3 35	3 45
Rolled oats, 90-lb. bags	2 30	2 40
Rolled wheat, 100-lb. bbl.	3 15	3 30
Rye flour, 98 lbs.	2 75	3 00
Wheatlets, 98 lbs.	2 90	3 10
Whole wheat flour, 98 lbs.	....	2 50

MILL FEEDS.—Bran is easier, but the mills have not yet announced a reduction in prices, although it is stated that car lot orders would bring a price of $1 to $1.50 under the quotations. Shorts are still fairly strong. Recent rains have weakened the demand for bran, although it is reported that in same sections the pastures are very short.

Mill Feeds—	Mixed cars, per ton	
Bran	23 00	25 00
Shorts	25 00	27 00
Middlings	27 00	28 00
Wheat moulee	28 00	30 00
Feed flour, per bag	1 55	1 60

WINNIPEG.

FLOUR AND CEREALS.—No change here. The demand is steady.

	Per bbl.	
Manitoba Wheat Flour—		
First patents	....	5 30
Second patents	....	4 70
Strong bakers'	3 90	4 00
Cereals—		
Rolled oats, per 80 lbs.	1 75	180
Oatmeal, fine, standard and gran'd, 98 lbs	....	2 25

ADDRESS ON THE "BUYING POWER OF THE AUDIENCE."

(Continued from page 36.)

fraud as a publisher is accessory to an equally inexcusable fraud when he opens his columns, for pay, to an advertiser whom he knows or suspects to be crooked.

The "Truth" emblem dominates this convention, as it has the past two. Let us make it apply to both quantity and quality of circulation; and in doing so, I urge each one of you to be as fearless in standing for the full value of the quality of your circulation in terms of its buying power, as you are in silencing every hostile criticism as to the quantity you offer.

One of the richest rewards of a singularly busy life is the satisfaction I feel that I have played a real part in raising the business and class journals to a higher place in the minds of men who spend money for advertising. At first my fight seemed almost single-handed, for in the earlier days the publishers seemed to mistrust themselves almost as badly as they mistrusted each other; and, as a consequence, the general, and loosely-used term, "trade journal," stood for mendicancy and petty graft in the eyes of the general advertising world. For in those days you had no champion—not even yourselves.

But I have seen such a splendid stiffening of spines, and such a broadening of horizons, and such a widened conception of your real worth and influence, that I look forward with confidence to a very near future day when the unfit shall be eliminated, and the fit raised still higher in the convinced estimation of the men who support us all—the advertisers.—Delivered before the Business Journal Section of the Annual Convention of the Associated Advertising Clubs of America, at Toronto, June 23, 1914.

CATALOGUES AND BOOKLETS.

Canadian Grocer is in receipt of an attractive catalogue from White Tompkins & Courage, Limited, London, Eng. The various products of this firm are represented in the natural package colors, and present an exceedingly neat and unique display. Jelly crystals, custard powder, tapioca flakes, peas, etc., are shown. The half-tone illustrations showing the colors are particularly attractive.

FRUIT & VEGETABLES

Old Potatoes $1.75 a Bag Now; Strawberries are Holding Firm

Potato Outlook is for High Prices and Short Crops, Both in Canada and States—Last Week for New Brunswick Stock—Most Vegetables Are Cheaper.

MONTREAL.

GREEN FRUITS.—Pine apples advanced 25 cents per crate since last week. California oranges, owing to large stocks in hand, have declined slightly. California deciduous fruits are coming in more freely and prices are easier. Pears are offered at $2.75 per half box. Some shipments of cherries and gooseberries in baskets have been received, also some raspberries and blackberries, but supplies are small and prices keep fairly high. There is a good business in most lines, and the outlook appears to be satisfactory.

Apples—		
Ben Davis, No. 1	....	8 00
No. 1 Cooper's Market, box	....	3 00
No. 1 Winesaps, box	....	3 00
Bananas, crate	2 00	2 50
Grapefruit, 54-64-80-96 size, case	4 00	5 50
Cocoanuts—		
100 to 150 size	....	4 25
Lemons, Messinas—		
Extra fancy, 300 size	....	5 50
Fancy, 300 size	4 50	4 50
Choice, 300 size, bags	....	4 00
Limes, small boxes	....	1 25
Oranges—		
Sorrentos, 200 size, per box	....	3 00
California, late Valencia, 176-200-216-250-288	....	3 50
California, 126-150 size, box	....	3 75
California, 80 and 96 size, box	....	3 00
Pineapples—		
24 size	....	4 00
30 size	....	3 50
Canadian strawberries, per box (qts.)	0 13	0 15
California cantaloupes, per crate of about 45	....	4 00
Watermelons, each	0 60	0 70
Peaches, per box	....	1 50
Plums, per crate	1 75	2 75
Apricots, per crate	....	2 00
Cherries, California, box	....	3 00
Pears, California, half box	....	2 75

VEGETABLES.—Florida tomatoes are about done, and Mississippi stock is taking their place. Spanish onions are offered at $5.50 per case. New Brunswick and Quebec potatoes are very scarce, and the price of both has advanced. Stocks held here are very small. New Virginia potatoes are selling at $5.25 to $5.50 a barrel. Turnips are also very scarce, and prices are up for stocks in hand. Native lettuce, radishes, carrots and beets are much cheaper and are selling freely.

Asparagus, Canadian, per doz.	....	3 00
Asparagus, small bunches—		
2½ doz. (baskets)	1 50	1 75
Beans, wax, basket, Florida	2 50	3 00
Beans, green, crate, Florida	2 50	....
New beets, doz.	....	0 75
Cabbage, per dozen	....	1 00
Cabbage, new, per crate	2 25	2 50
Carrots, new, doz.	....	0 75
Wash. celery, per doz.	1 25	1 50
Cucumbers, baskets	1 75	2 00
Egg plant, per dozen	2 50	3 00
Lettuce, Boston, box	1 75	....
Canadian lettuce, per box, 3 to 4 doz.	1 00	....
Mnshrooms, basket, 4 lbs.	....	2 50
Onions—		
Spanish, per case	....	5 50
New Egyptian, per lb.	0 05	0 05½
Texas, white and yellow, crate 50 lbs.	3 00	3 50
Shallottes, per dozen bunches	0 50	0 60
Parsnips, bag	....	2 50
Parsnips, new, per doz. bunches	....	3 00
Parsley, Canadian, per doz. bunches	0 50	0 75
Peppers, green, 3½ qt. basket	0 50	0 60
Potatoes—		
New potatoes, Virginia, barrel	5 25	5 50
Green Mountaisn, 1.30 to 1.50; Quebec	....	1 15
Potatoes, new, sweet, Jersey, hpr.	....	2 50
Radishes, per doz. bunches	0 10	0 20
Rhubarb, dozen	0 15	0 20
Spinach, Montreal, in boxes	....	0 50
Sour grass, per box	1 00	1 25
Turnips, Quebec, bag	....	1 50
Turnips, Canadian, bag	....	1 00
Tomatoes, Florida, choice, crate	3 00	3 25
Tomatoes, Mississippi (4-bkt. crate)	1 35	1 50

TORONTO.

GREEN FRUITS. — Recent rains should help the development of the strawberry crop, and it is evident that their influence will be welcome for the arrivals are short and the prices continue high. Seasonable reductions are noted in the prices of cantaloupes, plums, peaches, gooseberries, etc.

Apricots	1 75	2 00
Apples—		
American, box	2 00	2 25
Bananas, per bunch	1 50	2 00
Cantaloupes, crates	....	4 00
Cocoanuts, sack	....	3 50
Cherries, basket	0 85	1 50
Cherries, case	2 25	2 50
Grapefruit, Florida, case	4 00	4 50
Oranges—		
California late Valencias	....	3 25
Oranges, M. sweets	....	3 00
Lemons, Verdilla	5 00	5 50
Limes, per 100	....	1 50
Pineapples, Cuba, case	3 50	3 75
Plums, crate	1 50	2 00
Peaches, crate	....	1 50
Peaches, Georgia, 6 bas. crate	....	3 50
Strawberries, Canadian	0 12	0 14
Gooseberries, basket	0 75	0 90

VEGETABLES.—The wind-up of the season for old potatoes finds the market in a strong position and price for last of the New Brunswick stock has gone up to $1.75 a bag. The reason for this appears to be that new potatoes are continuing high and reports indicate that there is a short crop in the States, while in Canada the dry spring and the frost of a week or so ago are said to have shortened the prospects. Generally speaking, the vegetable market is easing up to seasonable conditions and the arrival of northern varieties. There are some price adjustments which should help the cost of living problem.

Asparagus, Canadian, basket	....	1 50
Beets, Canadian, new, per doz. bchs.	....	0 30
Beans, Canadian, basket	....	.90
Green and wax beans, hamper	....	2 25
Cabbage, new, Southern, case	2 00	2 25
Cabbage, Canadian, crates	....	2 75
Cabbage, Canadian, bus.	....	1 25
Carrots, Florida, hamper	....	1 50
Carrots, Canadian, new, doz. bunches	....	0 40
Cauliflower, crate	....	1 50
Cucumbers, Florida, hamper	....	2 00
Cucumbers, Canadian hothouse, bkt.	1 25	1 50
Celery, doz.	....	1 35
Lettuce, doz.	0 20	0 40
Mushrooms, per lb.	0 60	0 75
Onions—		
Egyptian, bag	5 50	6 25
Green, doz.	0 10	0 15
Green, long, box	....	1 50
Green peppers, basket	0 75	1 00
Potatoes, New Brunswick, per bag	....	1 75
Potatoes, new, bbl.	5 25	5 50
Peas, Canadian, basket	....	0 60
Parsley, basket	....	0 65
Rhubarb, per dozen	....	0 30
Spinach, Canadian, bush	0 40	0 50
Tomatoes, Mississippi, crate	....	1 50
Tomatoes, Canadian hothouse, basket	....	2 60
Radishes, Can., per doz.	....	0 25
Watermelons	....	0 50

WINNIPEG.

FRUIT.—Oranges are very plentiful at present, and market weak. It is quite possible that still lower prices will be struck before long. Lemons are exceedingly strong. The supply is limited, the demand great, and higher prices seem sure.

Apples—		
Ben Davis, No. 1, bbl.	....	6 00
Wine saps, Spitz, ex. fancy, box	....	3 00
Fresh Cal.	....	2 00
Bananas, lb.	....	0 04
Grapefruit, 54-64-80 size, case	5 00	5 50
Lemons—		
California	....	6 50
Messina	....	6 00
Melons, crate	....	7 00
Oranges—		
California Valencias	....	4 00
Pineapples, Florida, crate	4 50	5 00
Peaches, fresh, Cal.	1 75	2 00
Plums, fresh, Cal.	....	2 50
Strawberries, Hood River	....	4 00
Strawberries, Bay Island	....	3 50
Cherries, Wash.	....	2 00

VEGETABLES.—The potato supply is hardly sufficient to meet the demands. Conditions in the South have not improved, and Alabama and Arkansas are practically the only fields from which potatoes can now be secured. The dry weather experienced below the Mason and Dixon line have caused great damage in other potato districts. The result, of course, is a continuation of the high prices which have obtained for some time. Onions too are strong. The old crop is now practically exhausted, and there will be no lower level struck until the new crop arrives. Cabbages too are scarce.

Asparagus, doz.	....	0 75
Beets, new, bag	....	3 50
Cabbage, Mississippi, crate	....	3 00
Carrots, new, bag	....	3 50
Cauliflower, Cal., crate	....	2 00
Florida celery, crate	....	5 00
Cucumbers, extra fancy, hothouse, doz.	....	1 25
Green peas, lb.	....	0 12½
Green pepper, crate	....	5 00
Head lettuce, Minnesota, hampers	....	3 50
Head lettuce, Cal., crate	....	4 50
Leaf lettuce, doz.	....	0 25
Onions—		
Texas, crate	....	3 00
Cal., bag	....	5 00
Parsnips, per cwt.	....	2 50
Parsley, per doz. bunches	....	0 60
New potatoes, per bbl.	....	6 00
Potatoes, old, Southern, bush	....	1 40
Radishes, doz.	....	0 25
Tomatoes, Florida, per crate, 6 bkts.	....	4 50
Turnips, new, bag	....	3 50
Shallots, per doz.	....	0 60

Geo. Vipond, of Geo. Vipond & Co., Montreal, Winnipeg and Regina, is now in Winnipeg conferring with Mr. Grant, the Winnipeg manager.

PRODUCE & PROVISIONS

Price of Lard Materially Cut; Eggs Firmer and Butter Easier

Lowest Quotations for Lard in Years—Effort Being Made to Drive Cheese Down, But Not Very Successful—Butter Getting in Line for Export—Eggs Are Dearer on Short Supply.

MONTREAL.

PROVISIONS.—There is a decidedly easier tendency in pork products. It is estimated that about 2,000 western hogs are coming into the local market now each week, and this is a big factor in the price situation. While lard is easier, there has been no actual change in prices yet, but a fractional decline would not come as a surprise in view of the present position.

Hams—	Per lb.	
Medium, per lb.	0 18	0 19
Large, per lb.	0 17½	0 18
Backs—		
Plain, bone in	....	0 22
Light, per lb.	....	0 19
Boneless	....	0 25
Peameal	....	0 26
Bacon—		
Breakfast, per lb.	0 17	0 18
Roll	....	0 17
Shoulders, bone in	....	0 15
Shoulders, boneless	....	0 16½
Cooked Meats—		
Hams, boiled, per lb.	....	0 27
Hams, roast, per lb.	0 26	0 27
Shoulders, boiled	....	0 26
Shoulders, roasted	....	0 27
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	....	0 15½
Long clear bacon, 80-100 lbs.	....	0 14½
Flanks, bone in, not smoked	....	0 15½
Barrelled Pork—	Per bbl.	
Heavy short cut mess	....	28 50
Heavy short cut clear	....	28 50
Clear fat pork	....	27 50
Clear pork	....	26 50
Lard, Pure—	Per lb.	
Tierces, 375 lbs. net	....	0 13
Tubs, 50 lbs. net	....	0 13¼
Boxes, 50 lbs. net	....	0 13¼
Pails, wood, 20 lbs. net	....	0 13½
Pails, tin, 20 lbs. gross	....	0 13
Cases, 10-lb. tins, 60 in case	....	0 13¾
Cases, 3 and 5-lb. tins, 60 in case	....	0 14
Bricks, 1 lb. each	....	0 14¼
Lard, Compound—		
Tierces, 375 lbs., net	....	0 10½
Tubs, 50 lbs., net	....	0 10¾
Boxes, 50 lbs., net	....	0 10¾
Pails, wood, 20 lbs., net	....	0 11
Pails, tin, 20 lbs., gross	....	0 11
Cases, 10-lb. tins, 60 in case	....	0 11¾
Cases, 3 and 5-lb. tins, 60 in case	....	0 11¾
Bricks, 1 lb. each	....	0 12¼
Hogs—	Per cwt.	
Dressed, abattoir killed	12 75	13 00

BUTTER.—Market is a little easier this week, and though quotations have only changed half a cent, it is possible that further reductions will be made. At Cowansville sales were made last Saturday at 23½ to 23⅝, which is 2 cents below price paid two weeks ago. At St. Hyacinthe also there was a drop in prices, and 23⅜ was paid last Saturday.

Butter—		
Finest creamery, new milk	0 25½	0 20
Dairy butter	0 20	0 22

CHEESE.—There has been no change in this market this week, though the tendency is for easier prices. Sales have been fair, but owing to tight money conditions, buyers are not in a position to do much on a speculative basis.

Cheese—		
New make	0 14½	0 15
Old specials, per lb.	0 15	0 16
Stilton	....	0 17

EGGS.—Demand continues fair and receipts about average. Prices are same as last report, but with a trend for lower quotations. "Selects" are being offered now at 2 cents below price of new-laid.

Eggs, case lots—	Per dozen.	
New laids	....	0 27
Selects	....	0 25
No. 1s	....	0 23
Splits	0 20	0 21

HONEY.—There is no change in this market, and business is quiet, as usual at this time of year. Stocks in hand are ample to fill present needs.

	White Clover per lb.	Buckwheat per lb.
Honey—		
Barrels	0 11½	0 08½
Tins, 60 lbs.	0 12	0 09
Tins, 30 lbs.	0 12½	0 10
Tins, 5 and 10 lbs.	0 12½	0 10
Comb, 13-14 oz. section	0 20	0 15—0 16

POULTRY.—Steamship and summer hotel business contribute to keep an active demand for all lines of poultry. Receipts are not more than sufficient to meet needs of the trade and prices are steady.

POULTRY.

Fresh stock—	Live.	Dressed.
Broilers, per lb.	....—....	....—0 25
Ducks, milk fed	0 16—0 18	0 18—0 19
Fowl	0 18—0 20	0 17—0 19
Geese	.....	0 15—0 16
Turkeys, spring	.....	....—0 23
Turkeys, old Tom	.....	0 14—0 16
Milk fed chickens, lb.	.....	....—0 25
Milk fed broilers, lb.	.....	....—0 30

TORONTO.

PROVISIONS.—There is a fair business in provisions. Supplies seem to be holding out well and there is no increase yet in the price of hams. The hog market is tending to be a little firmer. Lard is quoted with a reduction of half a cent for both the pures and the compounds. Prices are now lower than they have been for some years, and the low price of hogs is no doubt an important factor in the market.

Hams—		
Light, per lb.	0 17½	0 18
Medium, per lb.	0 17	0 17½
Large, per lb.	0 15	0 16
Backs—		
Backs, per lb.	0 22	0 23
Boneless, per lb.	0 23	0 25
Pea meal, per lb.	0 23	0 24
Bacon—		
Breakfast, per lb.	0 17	0 18
Roll, per lb.	0 15	0 16
Shoulders, per lb.	0 14	0 14¾
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 14½	0 15
Cooked Meats—		
Hams, boiled, per lb.	0 26	0 27
Hams, roast, per lb.	....	0 26
Shoulders, boiled, per lb.	0 22	0 23
Shoulders, roast, per lb.	0 22	0 23
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	27 50	28 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 11½	0 12
Tubs, 60 lbs.	0 11¾	0 12½
Pails, 20 lbs., per lb.	0 12	0 12¾
Tins, 3 and 5 lbs., per lb.	0 12½	0 13½
Bricks, 1 lb., per lb.	0 13¼	0 14½
Lard, Compound—		
Tierces, 400 lbs., per lb.	.9½	0 10
Tubs, 50 lbs., per lb.	0 09¾	0 10¼
Pails, 20 lbs., per lb.	0 10	0 10¾
Hogs—		
F.O.B., live, per cwt.	7 70	7 80
Live, fed and watered, per cwt.	8 20	8 30
Dressed, per cwt.	10 75	11 50

BUTTER. — Although there is no marked change in price of butter, market is easier and quotations are ranging nearer bottom. The situation is that production is now above consumption and an effort is being made to get down to an export basis so as to get into outside markets. Western Canada is taking nothing and the best opening appears to be to the States. Slight further reductions should have effect of opening southern outlet, for bids are being made which are very close to the present basis.

Butter—		
Creamery prints, fresh made	0 25	0 26
Separator prints	0 22	0 23
Dairy prints, choice	0 20	0 21
Dairy, solids	0 19	0 20

EGGS.—The market is strong on shorter receipts and the prices are up 1c all round over a week ago. There is little prospect of lower quotations for the immediate future from present outlook.

Eggs, case lots—	Per dozen.	
Strictly, new laid, in cartons	0 26	0 27
Selects	0 25	0 26
Straights	....	0 23	0 24
Trade eggs	0 21	0 22
Splits	0 19	0 20

CHEESE.—Efforts which appear to have their origin on the other side of the water are being directed towards driving down cheese quotations and these have been assisted by unusually large receipts last week. However, conditions in the country do not warrant optimism as to the output and strong prices may be expected to continue.

Cheese—		
Old, large	0 16½	0 17
Old, twins	0 16¼	0 16½
New, large	0 13¾	0 14¼
New, twins	0 14	0 14½

POULTRY. — There is not much change in the market, although spring stock is beginning to come in better and the prices are somewhat lower.

Fresh Stock—	Live.	Dressed.
Fowl	0 13	0 15
Spring chicken, lb.	0 18	0 28
Geese	0 14	0 16
Turkeys, spring	0 17	0 22
Turkeys, old Tom	0 15	0 17
HONEY.—		
Clover, bbls., per lb.	0 08	0 08½
60 30-lb. tins, per lb.	0 08½	0 09½
10, 5-lb. tins, per lb.	0 09½	0 10
Buckwheat, bbls.	0 06½	0 07
Buckwheat, tins	0 07	0 07½
Comb	1 75	2 00

WINNIPEG.

PROVISIONS.—The week has seen no changes whatever in prices, the tendency in eggs is towards a higher level, but in no other line does an early change seem likely. The market is quiet and is expected to remain so.

Cured Meats—		
Hams, per lb.	....	0 21
Shoulders, per lb.	....	0 13
Bacon, per lb.	....	0 26
Long clear, D.S., per lb.	....	0 14
Mess pork, bbl.	....	28 00
Lard—		
Tierces, per lb.	....	0 11½
50 lb. tubs	....	6 00
20 lb. pails	....	2 48
3 lb. tins, cases	....	7 65
5 lb. tins, cases	....	7 67½

BUTTER.—Less is being received now and for some time, yet prices hold steady.

Creamery, Manitoba	....	0 27
Dairy	0 19	0 24
Cooking	0 12	0 16

EGGS.—There are less eggs coming in at present. It does not seem that larger shipments will be received either, and the expectation is for somewhat higher market before very long.

Eggs—		
Extra first	....	0 24
Checks	....	0 17
Extras, in cartons	....	0 27

CHEESE.—The market is firm, there is no change in price.

Cheese—		
New, large	....	0 15
New, twins	....	0 15½

Fruit Prospects in the Okanagan

Growers Anticipate Excellent Returns—Packing and Grading Regulations—A Beautiful Part of British Columbia.

Written for Canadian Grocer by David Williams.

A visit to the beautiful valley of the Okanagan in the Province of British Columbia during any part of the summer is well worth the time and expense. Leaving the main line of the C.P.R. at Sicamous Junction, the traveler journeys south to the busy little town of Enderby, the first place of importance in the famous fruit valley.

From there to Armstrong is a run of about 15 miles through a fruit country that is not nearly yet developed. Then on to Vernon, the chief town and judicial center of the district, is a railway journey of 8 miles.

At the latter town and in its vicinity are some of the finest orchard sights in Canada. The Cold Stream Ranch, about eight miles from the town, is the great attraction of the place. It was originally owned by Lord Aberdeen, one of Canada's former Governor-Generals, but is now the property of a stock company chiefly composed of British capitalists.

A little below Vernon at Okanagan Landing, the boat is taken down the lake of that name for a run of about 100 miles. This is a delightful sail on the C.P.R. steamer Okanagan, soon to be replaced by another and larger vessel named the Sicamous. All along the shores of the lake among the mountains are valleys varying in size, that are more or less developed and planted with trees in various stages of development. The first stop of importance is Kelowna, an important fruit shipping center, and next Peachland and Summerland. Finally at the head of the lake is the thriving town of Penticton, which expects to be a railway center by the end of the year. The prospects of the fruit crop this year are excellent. It is estimated it will exceed that of any former year by at least 25 years. The arrangements for getting the crop on the market this season are much improved and it is anticipated that the returns to the growers will be more satisfactory and quicker than has been the experience former years.

The nine fruit unions of the valley have come to an arrangement whereby their entire shipments will be handled by a central board at Vernon, thus avoiding much of the confusion and cross purposes that formerly existed.

The packing and grading will also be more uniform; a set of rules and standard of packing having been agreed upon by the different unions. This in itself should be very beneficial both to buyer and seller, the former knowing when purchasing a box or crate of Okanagan fruit just how many pounds there are in it. In the past a crate of strawberries graded No. 1 had no standard weight. The pack from one ranch might run 32 pounds and that from another 28 or as low as 26 pounds. Hereafter a crate of No. 1 strawberries packed in 4-5th baskets must have a minimum gross weight of 30 pounds. If the gross weight is less than 30 pounds it will have to be filled to the standard or be marked No. 2.

The minimum gross weight of a box of apples has been set at 49 pounds and minimum standards have been established for all standard packages of all fruits to be shipped from the valley.

It is too early yet to anticipate the prices the new crops will realize with any degree of certainty, but it is expected that they will be higher on the whole than last season.

If this expectation is found to be correct, this, with the large increase in production, should make the beautiful valley among the lakes and mountains prosperous and happy, and give an impetus to the development of the large tracts of lands that are still uncultivated.

IF I KNEW YOU AND YOU KNEW ME.

If I knew you and you knew me,
'Tis seldom we would disagree;
But never having yet elasped hands,
Both often fail to understand
That each intends to do what's right
And treat each other "Honor Bright."
How little to complain there'd be
If I knew you and you knew me!

Whene'er we ship you by mistake,
Or in your bill some error make,
From irritation you'd be free,
If I knew you and you knew me.
Or when the cheeks don't come on time.
And customers send us nary a line,
We'd wait without anxiety
If I knew you and you knew me.

Or when some goods you do "fire back,"
Or make a "kick" on this or that,
We'd take it in good part you see
If I knew you and you knew me,
With customers some thousands strong,
Occasionally things go wrong—
Sometimes our fault, sometimes theirs—
Forbearanee would deerease all eares;
Kind friend, how pleasant things would be
If I knew you and you knew me.

Then let no doubting thoughts abide
Of firm good faith on either side;
Confidence to eaeh other give,
While living ourselves, "let others live;"
But at any time you come this way,
That you will eall we hope and pray;
Then face to faee we each shall see,
And I'll know you and you'll know me.—Anon.

LEGAL BATTLE ON.

The Battle Creek Toasted Corn Flake Co., Ltd., of London, Canada, through Gibbons, Harper & Gibbons, have entered a suit for unstated damages for infringement of trade marks and breach of contract against the Kellogg Toasted Corn Flake Co. and W. K. Kellogg of Battle Creek, Mich.

H. C. Andrew, late manager of Nicholson & Bain's branch at Calgary, was banqueted by local jobbers at the Hotel Palliser on the night of his departure to take charge of a new branch at Vancouver for the same firm. He reached Vancouver on Tuesday, June 16.

A grocery store on Lilac Street, near the corner of Dorchester Avenue, Winnipeg, Man., is to be opened early in July by J. W. Ross. This is one of a number of new stores which are establishing in Winnipeg this spring.

Foley Bros., Larson & Co.

wholesale grocers, formerly in business at Winnipeg, Man., and Edmonton, Alta., have discontinued business and are now in process of liquidation. Correspondence should be addressed to the Company, c|o Foley Bros. & Co., St. Paul, Minn.

Bring down the "living" mercury *of* your trade

With the present-day tendency for the cost of living to go up rather than down, the grocer has a splendid opportunity to make his store strong with the people by introducing lines that will help reduce the high standard. With a stock of

L'Etoile
(STAR)
and
Hirondelle Brand
(SWALLOW)

MACARONI
(Made in Canada)

and a few excellent recipes for the preparation of really delicious, appetizing dishes, the grocer can greatly reduce his customer's living cost and at the same time reap the profit from the extra sales. Macaroni is a splendid substitute for heavy meats, especially during Summer months. Order your stock now.

Patronize Canada's only Macaroni Firm of Importance.

C. H. Catelli, Limited
Montreal

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

COOK'S FRIEND BAKING POWDER.

In Cartons—	
No. 1 (25c size), 4 doz.	$ 2 25
No. 1 (25c size), 2 doz.	2 25
No. 2 (10c size), 6 doz.	0 80
No. 2 (10c size), 3 doz.	0 80
No. 3 (5c size), 4 doz.	0 45
In Tin Boxes—	
No. 13, 1-lb., 2 doz.	3 00
No. 14, 8-oz., 3 doz.	1 75
No. 15, 4-oz., 4 doz.	1 10
No. 16, 2½ lbs.	7 25
No. 17, 5 lbs.	14 00

ROYAL BAKING POWDER.

Sizes	Per doz.
Royal—Dime	$ 0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—when packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5c tin, 40c per doz.; 4-oz. tin, 65c per doz.; 6-oz. tin, 90c per doz.; 8-oz. tin, $1.20 per doz.; 12-oz. tin, $1.60 per doz.; 16-oz. tin, $2.25 per doz.; 3-lb. tin, $5 per doz.; 5-lb. tin, $9.50 per doz.

FOREST CITY BAKING POWDER.

6-oz. tins	$ 0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$ 0 17
In 10-lb. lots or case	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

100 books and over, each	0 03½
500 books to 1,000 books.	0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, $3.00.
The King's Food, 2 doz. in case, per case, $4.80.
White Swan Barley Crisps, per doz., $1.
White Swan Self-rising Buckwheat Flour, per doz, $1.
White Swan Self-rising Pancake Flour, per doz., $1.
White Swan Wheat Kernels, per doz., $1.50.
White Swan Flaked Rice, $1.
White Swan Flaked Peas, per doz., $1.

DOMINION CANNERS.

Aylmer Jams.	Per doz.
Strawberry, 1912 pack	$2 15
Raspberry, red heavy syrup	2 15
Black Currant	2 00
Red Currant	1 85
Peach, white, heavy syrup	1 50
Pear, Bart., heavy syrup	1 77½

Jellies.

Red Currant	2 00
Black Currant	2 20
Crabapple	1 65
Raspberry and red currant	2 00
Raspberry and gooseberry	2 00
Plum jam	1 55
Green Gage plum, stoneless	1 55
Gooseberry	1 85
Grape	1 55

Marmalade.

Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	2 00
Ginger	2 20

Pure Preserves—Bulk.

	5 lbs.	7 lbs.
Strawberry	0 69	0 95
Black currant	0 69	0 95
Raspberry	0 69	0 95

14's and 30's per lb.

Freight alowed up to 25c per 100 lbs.

Strawberry	0 69	0 95
Black currant		0 13
Raspberry		0 13

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb	0 35
Soluble, bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

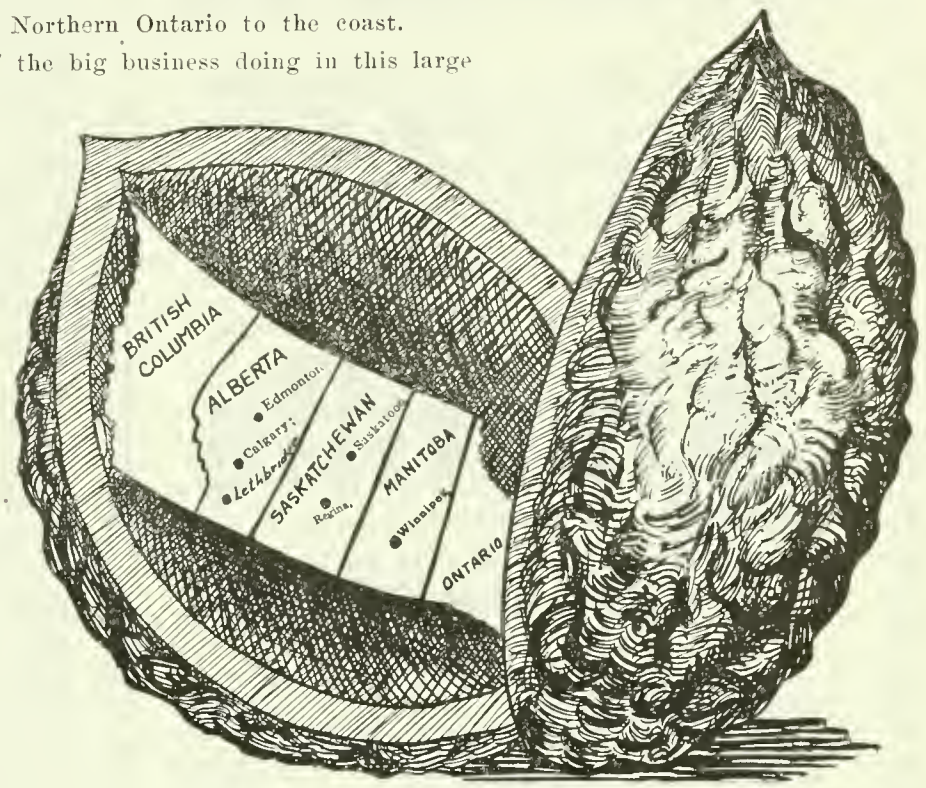
We crack the nut and get for you a big portion of meaty business

Our organization covers the large Western territory from Northern Ontario to the coast. We help Manufacturers and Shippers to get a big share of the big business doing in this large and profitable country.

Our sales forces, seven large warehouses and unsurpassed shipping facilities enable us to place your goods on this large market, to even better advantage than you could with your own travellers.

The regular calls of our travellers and the strategic location of our warehouses insure prompt service to your customers.

Let us know your lines and we will give you full particulars of the service that gets the business.



Nicholson & Bain

Wholesale Commission Merchants and Brokers

HEAD OFFICE:

Winnipeg, Man.

Branches: Regina, Saskatoon, Edmonton, Calgary, Lethbridge, Vancouver

A tip on the side, Mr. Grocer

Did it ever occur to you that you can make more money selling Malcolm's lines of Condensed Milk and Condensed Coffee than any other line on the market? Malcolm's lines of Milk and Coffee are making new and satisfied customers every day. For quality and deliciousness they are unsurpassed. Our Condensed Coffee, with milk and sugar added ready for use, is a seller from the start. No other brand can equal it for flavor.

PRICES:

St. George Brand Coffee, 2 doz. in case	$4.80
St. George Evaporated Milk, 4 doz. in case	3.60
Banner Condensed Milk, 4 doz. in case	5.25
Princess Condensed Milk, 4 doz. in case	4.50
Premier Machine Skimmed, 4 doz. in case	3.80

Order them from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax. We will prepay freight up to 50c. per 100 lbs.

Malcolm's Condensing Co.

St. George, Ontario

Let the Customer Have Her Own Way

Don't offer a substitute for Shirriff's True Vanilla. There is none. She has a good reason for saying "Shirriff's" when she wants good vanilla extract. Don't disappoint her—sell her

Shirriff's True Vanilla

—fifty per cent. stronger than the Government standard. It is made from the finest Mexican Vanilla beans. By our special process full strength and the exquisite bouquet are retained.

If you are not handling Shirriff's, write us. We will arrange to have you supplied.

Imperial Extract Co.

Steiner and Matilda Streets

Toronto

Unsweetened Chocolate.

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90

Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb. boxes	0 20
Diamond, 6's and 7's, 6 and 12-lb. boxes.	0 25
Diamond, ¼'s, 6 and 12-lb. boxes	0 26

Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½ lb. packages, 2 doz. in box, per doz.	0 90

Chocolate Confections	Per lb.
Maple buds, 5-lb. boxes	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes. lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate. 5c bars, 24 bars, per box	0 85
Almond nut bars. 4 bars per box	0 85

EPP'S.

Agents—F. E. Robson & Co., Toronto; Forbes & Nadeau, Montreal; J. W. Gorbam & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ¼, ½, and 1-lb. tins, 14-lb. boxes, per lb.	0 35
10c tins, 3 doz. in box, doz.	0 90

JOHN P. MOTT & CO.'S.

G. J. Estabrook. St. John, N. B.; J. A. Taylor. Montreal; P. Q.; F. M. Hannum. Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars. 2 dozen in box	0 80
Nut milk breakfast cocoa, ¼'s and ½'s	0 36
Nut milk. No. 1 chocolate.	0 30
Nut milk Navy chocolate, ½'s	0 26
Nut milk Vanilla sticks, per gr.	1 00
Nut milk Diamond chocolate. ½'s	0 24
Nut milk plain choice chocolate liquors	20 30
Nut milk sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1, chocolate, ¼ and ½-lb. cakes, 34c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins., 39c. lb.; German's sweet chocolate, ⅛ and ¼-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate. ½ and ¼-lb. cakes, 6-lb. boxes, 32c lb.; Cinquieme sweet chocolate, 1-5-lb. cakes, 6-lb. boxes, 21c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked cocoa, ½-lb. pkgs., 6-lb. bags, 31c lb. Caracas tablets, 5c cartons, 40 cartons to box, $1.25 per box; Caracas tablets, 5c cartons, 20 tons to box, 65c.

The above quotations are f. o.b. Montreal.

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved—	Per case.
Eagle Brand, each 4 doz.	$ 6 00
Reindeer Brand, eacb 4 doz.	6 00
Silver Cow Brand, each 4 doz.	5 40
Gold Seal Brand, each 4 doz.	5 25
Mayflower Brand, eacb 4 doz.	5 25
Purity Brand, eacb 4 doz.	5 25
Cballenge Brand, eacb 4 doz.	4.50
Clover Brand, each 4 doz.	4 50

Evaporated (Unsweetened)—	
St. Cbarles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Cbarles Brand, Family, eacb 4 doz.	3 90
Peerless Brand, Family, eacb 4 doz.	3 90
Jersey Brand, Family, eacb 4 doz.	3 90
St. Charles Brand, tall, eacb, 4 doz.	4 50
Peerless Brand, tall, eacb 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each 2 doz.	4 25
St. Charles Brand, gallons, eacb ½ doz.	4 75
"Reindeer" Coffee and Milk, "large," each 2 doz.	4 80
"Reindeer" Coffee and, Milk, "small," eacb 4 doz.	5 50
"Regal" Coffee and Milk, each 2 doz.	4 50
"Reindeer" Cocoa and Milk, each 2 doz.	4 80

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN BLEND.

1-lb. decorated tins, lb.	0 35
Mo-Ja, ½-lb. tins, lb.	0 32
Mo-Ja, 1-lb. tins, lb.	0 30
Mo-Ja, 2-lb. tins, lb.	0 30

Presentation (with tumblers) 28c per lb.

MINTO BROS.

MELAGAMA BLEND.

Ground or bean—	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 38

Packed in 30's and 50-lb. case. Terms—Net 30 days prepaid.

FLAVORING EXTRACTS.

SHIRRIFF'S.

Quintessential.

1 oz. (all flavors), doz.	1 05
2 oz. (all flavors), doz.	2 00
2½ oz. (all flavors), doz.	2 30
4 oz. (all flavors), doz.	3 50
5 oz. (all flavors), doz.	4 50
8 oz. (all flavors), doz.	6 50
16 oz. (all flavors), doz.	12 00
32 oz. (all flavors), doz.	22 00

Discount on application.

CRESCENT MFG. CO.

Mapeleine—	Per doz.
2-oz. bottles (retail at 50c)	4 50
4-oz. bottles (retail at 90c)	6 80
8-oz. bottle (retail at $1.50)	12 50
16-oz. bottles (retail at $3)	**24.00**
Gal. bottles (retail at $30)	15 00

A Profitable and Quick-Selling Line

10c.

10c.

Neat, Effective, Light, Durable
SELLS ON SIGHT

THE Wire Netting, which is securely fastened to a neat Wood Handle, is practically invisible; the air passes perfectly between the strands, and the stroke to dispatch the fly is delivered surely and effectively. Kills without crushing, and does not soil the most delicate fabrics or injure the highest polish.

Put up in boxes of One Dozen. Each box of the "King" contains a Counter Display Stand for Six Killers.

"KING" 85c. per dozen
"SWAT-STICKA" 45c. per dozen

5c.

5c.

Obtainable from Wholesale Grocers and Wholesale Hardware Firms

J. A. Hendry, 75 PRINCESS STREET KINGSTON, ONT.

Agents for the Dominion of Canada

Every Retail Grocer in Canada

handling Candy should get his Confectionery Jobber to show him samples of all the National Licorice Company's penny Licorice goods.

Their delicious quality, generous sizes, novel shapes and general attractiveness insure quick, profitable and increasing sales.

If you cannot secure the above-named goods from your wholesaler, kindly notify

National Licorice Company

Montreal

"Club House" Olives

recommend themselves

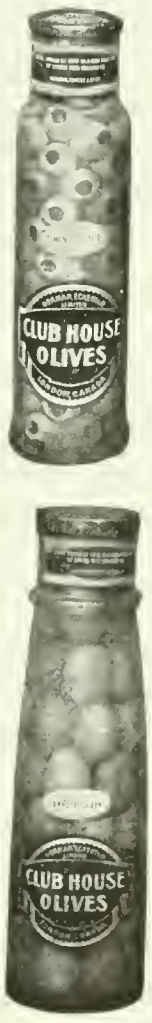
by their perfection of color, size and taste.

Our guarantee of quality behind each bottle.

The profit is good.

Need we say more

Order from your wholesaler



Gorman, Eckert & Co.
Limited
London, Ontario

Western Selling Agents
MASON & HICKEY, WINNIPEG

Cooked Hams

This is the Season for Cooked Meats. Are you cultivating this trade on your provision counter? You will find it both profitable and attractive. Let us send you particulars.

F. W. FEARMAN CO., Limited
Hamilton, Ont.

Your Sardine requirements

Don't overlook this item on your list—the supply of these dainties is on the decrease and the demand on the increase.

KING OSCAR BRAND SARDINES

have enjoyed an especially large demand. Customers have learned to appreciate their superior quality and deliciousness. Our new pack commences in July, and you will be well advised to get your order in early to ensure a full supply.

Order **now** through your jobber.

Canadian Agents:

John W. Bickle & Greening

(J. A. Henderson)

Hamilton, - - - Canada

Cantaloupes

Tomatoes

New Potatoes

Cherries

Gooseberries

Strawberries

Everything in imported and local

Fruits and Vegetables

WHITE & CO., Limited, Toronto

Branch at Hamilton

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case	0 11¼
Cases, 5 lbs., 12 to case	0 11½
Cases, 10 lbs., 6 to case	0 11

F. O. B. Montreal.

MARMALADE.

SHIRRIFF BRAND.
"SHREDDED."

1 lb. glass (2 doz. case)	$1 90	$1 80
2 lb. glass (1 doz. case)	3 20	3 30
4 lb. tin (1 doz. case)	5 50	5 25
7 lb. tin (½ doz. case)	8 60	8 25

"IMPERIAL SCOTCH."

1 lb. glass (2 doz. case)	$1 60	$1 55
2lb. glass (1 doz. case)	2 80	2 70
4 lh. tin (1 doz. case)	4 80	4 65
7 lb. tin (½ doz. case)	7 75	7 50

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins.
D. S. F., ¼-lb.	$1 40
D. S. F., ½-lb.	2 50
D. S. F., 1-lb.	5 00
F. D., ¼-lb.	0 85
F. D., ½-lb.	1 45
	Per jar.
Durham, 4-lb. jar	0 75
Durham, 1-lb. jar	0 25

VERMICELLI AND MACARONI

C. H. CATELLI CO., LIMITED.

Hirondelle Brand.

Prices for Quebec.

	1 lb. pkgs.	Loose.
Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Animals, Stars, Alphabets, Small Paste Assorted, 30 lbs., cases	7	6½
Egg noodles, case 10 lbs., loose; cases 60 pkgs., ½ lb. each	7½	7

Marguerite Brand.

Same assortment as above	6½	6

Catelli Brand.

Vermicelli, Macaroni, Spaghetti, 30 lbs. (loose)		5½
30 lb. cases, 1 lb. pkgs.		5½

Terms, Net 30 days.

Ontario.

L' ETOILE (STAR) BRAND.

Freight Prepaid.

1 lb. pkg., 25 cases or more	.07½
1 lb. pkg., less than 25 case lots	07½
5 lb. box, loose, per lb.	.05½
10 lb. box, loose, per lb.	.05½
21 lb., loose, long, per box	1.50

Terms net 30 days.

JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz 1 80

Straight.

Lemon, contains 2 doz.	1 80
Orange contains 2 doz.	1 80
Strawberry, contains 2 doz.	1 80
Chocolate, contains 2 doz.	1 50
Cherry, contains 2 doz.	1 80
Peach, contains 2 doz.	1 80

Weight, 8 lbs. to case, Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz 2 50

Straight.

Chocolate contains 2 doz.	2 50
Vanilla contains 2 doz.	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz.	2 50
Unflavored contains 2 doz.	2 50

Weight 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.

3 dozen to box	3 60
6 dozen to box	7 20

30 days.

RICHARDS' PURE SOAP.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naphtha as a free premium.

Richards' Quick Naptha Soap.

GENUINE. Packed 100 bars to case.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$5 90
Five cases or more	4 95

STARCH.

THE CANADA STARCH CO., LTD., EDWARSBURG BRANDS and BRANTFORD BRANDS.

Boxes.	Cents.
Laundry Starches—	
40 ibs., Canada Laundry	.06
40 lbs., Boxes Canada white gloss 1 lb. pkgs.	.06½
48 lbs., No. 1 white or blue, 4 lb. cartons	.07
48 lbs., No. 1 white or blue, 3 ib. cartons	.07
100 lbs., kegs, No. 1 white.	.06½
200 lbs., bbls., No. 1 white.	.06½
30 lbs., Edwarsburg silver gloss, 1 lb. chrome pkgs.	.07½
48 lbs. silver gloss, in 6-lb. tin canisters	.08
36 lbs., silver gloss 6-lb. draw lid boxes	.08
100 lbs., kegs, silver gloss, large crystals	.07
28 lbs., Benson's Satin, 1-lb. cartons, chrome label	.07½
40 lbs., Benson's Enamel (cold water), per case	3 00
20 lbs. Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 00

Culiuary Starch.

40 lbs. W. T. Benson & Co.'s prepared corn	.07½
40 lbs. Canada pure corn starch	.06
(120-lb. boxes ¼c higher.)	
Casco Potato Flour, 20-lb. boxes, per lb.	.10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—	
Canada Laundry—	
Boxes about 40 ibs.	.60
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	.06½
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	.07
Barrels, 200 lbs.	.06½
Kegs, 100 lbs.	.06½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lbs.	.07½
8 in case	.07¾
6-lb. toy trunks, lock and key, 6-ib. toy drum, with drumsticks, 8 in case	.08
Kegs, extra large crystals, 100 lbs.	.07
Canadian Electric Starch—	
Boxes containing 40 fancy pkgs., per case	3 00
Celluloid Starch—	
Boxes containing 45 cartons, per case	3 60
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.06
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.07½
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	.07½
(20-lb. boxes ¼c higher than 40's.)	

ROYAL

BAKING POWDER

Absolutely Pure

The only baking powder made with Royal Grape Cream of Tartar

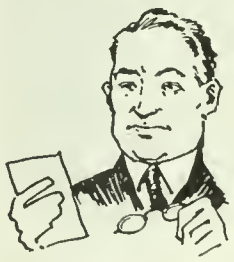
No Alum, No Lime Phosphate

ALL grocers should carry a Full Stock of Royal Baking Powder.

It always gives the greatest satisfaction to customers, and in the end yields the larger profit to the grocer.

THERE IS NO SUBSTITUTE

YOU NEED THEM IN YOUR BUSINESS



Expert Credit Man

An expert CREDIT MAN to give thorough information by which it is safe to grant credit.

Expert Accountant

An expert ACCOUNTANT to give relief from drudgery over books and to keep accounts continually posted with perfect accuracy.

Expert Collector

An expert COLLECTOR, competent to collect outstanding accounts quickly and to keep accounts from running too high.

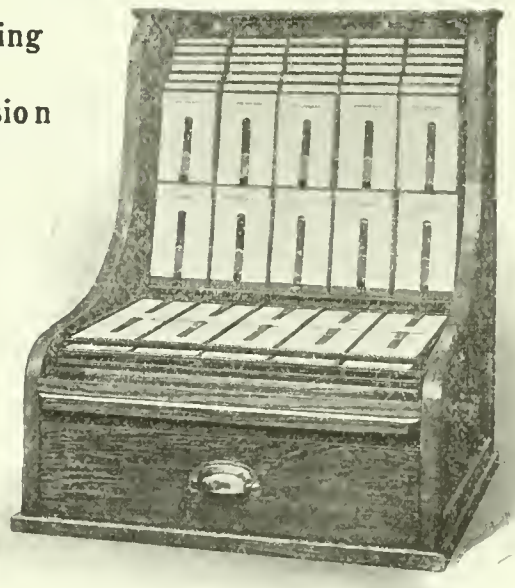
THREE EXPERTS

The very latest AND best

No indexing

No confusion

Write for full particulars

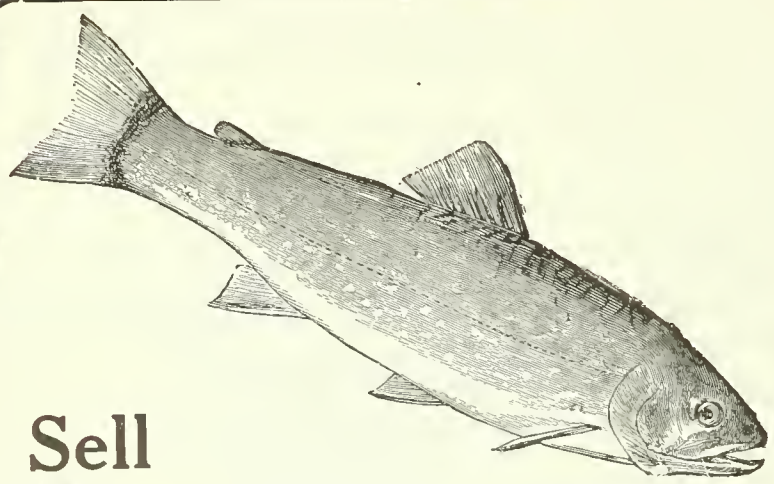


Every account in its proper alphabetical position and located immediately

ONE SYSTEM

COMMERCIAL ACCOUNT REGISTERS LIMITED

178-180 Victoria St., - - - TORONTO, CANADA



Sell Brunswick Brand Sea Foods for Profit and Reputation

They will win for you a larger and more profitable fish trade. The high quality and moderate price of **"Brunswick Brand" Sea Foods** has produced a large trade, which combined with conscientious business methods is constantly increasing. They are proven winners and will add to your prestige as a dealer of quality goods.

Located close to the fishing grounds we get the pick of the fishermen's catches—Our plant is modern and strictly sanitary, one of the largest on the Atlantic Coast.

Here are a few of our satisfaction-giving leaders:

¼ Oil Sardines.
¾ Mustard Sardines.
Finnan Haddies (oval and round tins)
Kippered Herring
Herring in Tomato [Sauce
Clams
Scallops

Connors Bros., Limited

Black's Harbor, N.B.

THESE FISH ARE SUFFICIENTLY COOKED AND MAY BE EATEN COLD
BRUNSWICK BRAND
HERRINGS IN TOMATO SAUCE
Breakfast Delicacy
PREPARED BY
CONNORS BROS. LTD
BLACK'S HARBOR, N.B. CANADA
Diploma awarded at St John Exhibition 1890
THEY SHOULD NOT BE LEFT IN THE TIN AFTER IT IS OPENED

OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack., 4 doz. per case, $4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, $3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, $3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case; $4; Ocean Borax, 8 oz. pack., 4 doz. per case, $1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, $3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, $3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, $6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, $6.50; Ocean Baking Powder, 4 oz. pack., 4 doz. per case, $3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, $1.60; Ocean Baking Powder, 5 lbs. tin, 10 tins per case, $7.50; Chinese Washing Powder, 8 oz., 120 pack, per case, $4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, $6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, $4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, $4; Ocean Liquid Blue, pint bottles, 2 doz. per case, $1.80; Petrolatum, 2 oz. jars, 12 doz. per case, $5.40; Petrolatum, 5 oz. jars, 6 doz. per case, $5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz. per case, $7.20.

SOUPS—CONCENTRATED

CHATEAU BRAND.

Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Brotb, Julienne, Mock Turtle, Vermicelli, Consomme, Tomato.

No. 1's, 95c per dozen.

Individuals, 45c per dozen.

Packed 4 dozen in a case.

SODA—COW BRAND.

Case of 1-lb. containing 60 packages, per box, $3.20.

Case of ½-lb., containing 120 packages, per box, $3.40.

Case of 1-lb. and ½-lb., containing 30 1-lb. and 60 ½-lb. packages, per box, $3.30. Case of 5c packages, containing 96 packages, per box, $3.20.

COW BRAND BAKING SODA.

In boxes only.

Packed as follows:	
5c packages (96)	$3 20
1 lb. packages (60)	3 20
½ lb. packages (120)	3 40
1 lb., 30 packages, mixed	3 30
½ lb., 60 packages, mixed	3 30

SYRUP.

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case	2 50
5-lb. tins, 1 doz. in case	2 85
10-lb. tins, ½ doz. in case	2 75
20-lb. tins, ¼ doz. in case	2 70
Barrels, 700 lbs.	3½
Half barrels, 350 lbs.	3¾
Quarter barrels, 175 lbs.	4
Pails, 38½ lbs.	1 95
Pails, 25 lbs. each	1 35

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case	2 05
5-lb. tins, 1 doz. in case	3 20
10-lb. tins, ½-doz. in case	3 10
20-lb. tins, ¼ doz. in case	3 05

(5, 10 and 20-lb. tins have wire handles.)

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case . 4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s, Tins, 2 doz. to case.

Quebec, per case	$1 35
Ontario, per case	1 50
Manitoba, per case	2 30
Saskatchewan, per case	2 60
Alberta, per case	2 70
British Columbia, per case.	2 40

DOMOLCO BRAND.

2s, Tins, 2 doz. to case.

Quebec and Ontario, per case	2 95
Manitoba, per case	3 40
Saskatchewan, per case	3 65
Alberta, per case	3 75
Britisb Columbia, per case.	3 55

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles 3 and 6 doz. cases, doz.	0 90
Pint bottles, 3 doz., cases, doz.	1 75

H. P.

	Per doz.
H. P. Sauce—	
Cases of 3 dozen	1 90
H. P. Pickles—	
Cases of 2 doz. pints	3 25
Cases of 3 doz. ¼-pints.	2 20

STOVE POLISH.

JAMES DOME BLACK LEAD.

2a size, gross	2 50
6a size, gross	2 40

NUGGET POLISHES.

	Doz.
Polisb, Black and Tan	0 35
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and Wblte Cleanser	1 15

TOBACCO.

IMPERIAL TOBACCO COMPANY.

(Empire Branch)

Black Watch, 6s ½ butts, 9 lbs., boxes 5 lbs.	0 45
Bobs, 5s, ½ cads, 12 lbs., boxes 6 lbs.	0 39
Bobs, 10s, ½ butts, 12 lbs., boxes 6 lbs.	0 39
Currency, 5s, ½ butts, 9 lbs., boxes 6 lbs.	0 39
Currency Navy, 10s, ½ cads, 12 lbs., boxes 6 lbs.	0 39
Stag Bars, 5 1-3s, ½ butts, 12 lbs., boxes 6 lbs.	0 39
Old Fox, 10s, ½ butts, 12 lbs., boxes 6 lbs.	0 40
Pay Roll, thick, 7½s, ½ butts, 10 lbs., boxes 5½ lbs.	0 59
Pay Roll, thin, 7½s, ½ butts, 10 lbs., boxes 5 lbs.	0 59
Pay Roll, 7½s, ½ cads, 12 lbs., ¼ cads, boxes 6½ lbs.	0 59
Shamrock bars, 6 2-3s, ½ butts, 12 lbs., boxes 6 lbs.	0 50
Empire, 6s, cads 15 lbs., ¼ cads, boxes 6 lbs.	0 44
Empire, 12s, cads 15 lbs., ¼ cads, boxes 6 lbs.	0 44
Ivy, 7s, butts, 17 lbs., ½ butts, 8½ lbs.	0 50
Great West, 8s	0 59
Regal, 9s,	0 70
Starlight, 7s, ½ butts, 8½ lbs.	0 50

TEAS.

THE SALADA TEA CO.

East of Winnipeg.

	Wholesale.	R't'l.
Brown Label 1s and ½s	.25	.30
Green Label, 1s and ½s	.27	.35
Blue Label, 1s, ½s, ¼s, and ⅛s	.30	.40
Red Label, 1s and ½s	.36	.50
Gold Label, ½s	.44	.60
Red-Gold Label, ½s	.55	.80

LUDELLA.

In 30, 60 and 80-lb. cases.

Black, Green or Mixed.

Blue Label ½s	0 21
Blue Label, 1s	0 20
Orange Label, 1s	0 23
Orange Label, ½s	0 24
Brown Label 1s and ½s	0 23
Brown Label, ¼s	0 30
Green Label 1s and ½s	0 35
Red Label, ½s	0 40

UPTON'S KETCHUP

is steadily making friends for itself.

A friend made is always retained—because it is absolutely the best value on the market.

Write us for prices or ask your jobber.

THE T. UPTON CO.
Limited

Factory at Hamilton,

Sales Dept. at St. Catharines.

Domestic Fruits

We have fresh supplies of all varieties fresh every morning. Your orders will receive prompt attention and careful selection. Send them along.

California Fruits

Peaches Plums Apricots
Canteloupes Pears
Bananas Watermelons

THE HOUSE OF QUALITY

HUGH WALKER & SON

Established 1861

GUELPH and NORTH BAY

MOTT'S "Elite" Chocolate

is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—**MOTT'S**

Retails at 10 Cents per Cake.

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

Hot Weather Special

on

Brooms

only while they last.

4 String,	No. 100,	$3.00	line	at	$2.40
4	"	"	200,	$3.20	"	$2.60
4	"	"	300,	$3.60	"	$3.00

Regular goods.

Walter Woods & Co.
Hamilton

—You have—

a fine profit-making proposition right within your grasp if you keep

Paterson's
Worcestershire Sauce

to the front.

Never let your stock run low. The appetizer that has pleased thousands for years, in both the Old Country and in Canada.

ROWAT & CO.
GLASGOW, SCOTLAND

CANADIAN DISTRIBUTORS:

Snowdon & Ebbitt, 235 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

ORANGE MARMALADE.

BANNER BRAND.

	Shipping Price Doz.	Weight Lbs.
12-oz. Glass Jars, 2 doz. to case	$1.00	33
Special Tumbler, 2 doz. to case	0.95	30¼
2-lb. Gold Lacquered Tins, 2 doz. to case	2.10	49
	Pail.	Lbs.
5-lb. Gold Lacquered Tins, 8 tins to case	0.42½	41
7-lb. Gold Lacquered Tins, 8 tins to case	0.59½	56

Freight prepaid up to 25c per 100 lbs. on five case lots and over.

MELAGAMA TEA.

MINTO BROS., LIMITED.
45 Front St. East.

We pack in 60 and 100-lb. cases.
All delivered prices.

	Wholesale	Retail
Brown Label, 1-lb. or ½	.25	.30
Red Label, 1-lb. or ½	.27	.35
Green Label, 1s, ½ or ¼	.30	.40
Blue Label, 1s, ½ or ¼	.35	.50
Yellow Label, 1s, ½ or ¼	.40	.60
Purple Label, ¼ only	.55	.80
Gold Label, ¼ only	.70	1.00

JELLY POWDERS.

WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz.....$ 0.90
List Price.
"Shirriff's" (all flavors), per doz. 0 90
Discounts on application.

YEAST.

White Swan Yeast Cakes, per case 3 doz. 5c pkgs.. 1 15

DO YOU WANT THIS?

To look at the cut you may think "Zip is a very ordinary line." We think and know different.

There's a quality of ingredient in Zip not to be had in any other line at the price.

The tin is a large one, too. Why not put in a sample lot?

Zip Mfg. Company, - Sutton, P. Q.

AGENTS:—R. E. Boyd & Co., Montreal; The Harry Horne Co., Toronto; Leadley & Company, Winnipeg; A. Francois Turcot, Quebec, Que.; C. O. Genest & Fils, Sherbrooke, Que.

Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Co., Ltd.,
NIAGARA FALLS, ONT.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.
143-149 University Ave., Toronto

Ain't this great weather for

"St. Nicholas"

"The utmost in Lemons"

J. J. McCabe
AGENT
TORONTO, ONT.

Early Vegetables

Tomatoes, Celery, Lettuce, Radishes, Etc.

Fresh shipments arriving daily. Our prices are exceptional—let us quote. Prompt shipment assured.

Write, phone or wire.

LEMON BROS.
Owen Sound, Ontario

¶ The fact that the successful business man is an advertiser is usually incidental. He is an advertiser because he is wise and possessed of good, sound business sense and an analytical mind. At some time or other he came to the conclusion that advertising could be made one of the mightiest factors of his business organization, and having arrived at this conclusion, he just naturally went to it and advertised.

Buyers' Guide

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manage

You Want This

Taylor's Prepared Mustard

IN JARS

Over 100 years of success. A great deal different and a great deal better. Royalty has used it.

Agents Wanted

H. P. Taylor, 14 Place Royale, Montreal

COMTE'S

Satisfaction and profits with every sale. We want more agents. Write

Augustin Comte & Co.,
Limited, P. O. Box 2963, MONTREAL

COFFEES

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal

WRITE TO
10 Garfield Chambers, Belfast, Ireland,
for Sample Copy of the

Irish Grocer, Drug, Provision and General Trades' Journal

If you are interested in Irish trade.

GRATTAN & CO., LIMITED
ESTD. 1825
The Original Makers of

BELFAST GINGER ALE

Agents in Western Canada
EMERSON, BAMFORD CO.
842 Cambie Street VANCOUVER, B.C

COMBINÉ BARRAL

Preparation for preserving freshness of eggs. A very simple process for preserving eggs from one laying season to another without losing any of their qualities.

REFERENCE AND CIRCULAR FREE.

Octavier Rolland, P.O. Box 2363, Montreal

HOLLAND RUSK

The most delicious, nourishing food you can offer your customers, and it means a liberal profit to you. Order a case from jobber to-day.

HOLLAND RUSK COMPANY
HOLLAND, MICH.

TANGLEFOOT

The Sanitary Fly Destroyer—Non-Poisonous

Gets 50,000,000,000 flies a year—vastly more than all other means combined. Poisons are dangerous.

YOU CAN TALK ACROSS THE CONTINENT FOR TWO CENTS PER WORD WITH A WANT AD. IN THIS PAPER.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE, $2.00.

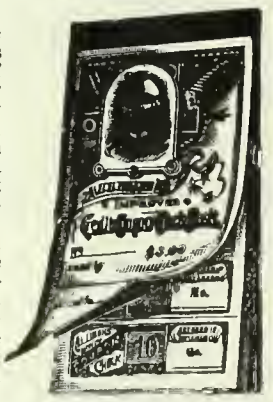
ALL ORDERS PAYABLE IN ADVANCE

MacLean Publishing Co.
145-149 University Ave., Toronto

When they ask for credit give them

ALLISON COUPON BOOKS

Please Them—Make Yourself Safe



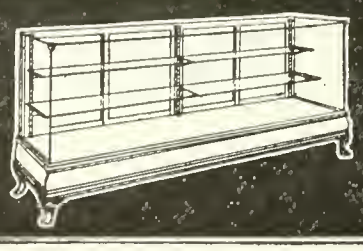
Don't let the credit customers put you out of business, as they have done many a man. Control the situation yourself—when a man wants credit give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes.

For sale by the jobbing trade everywhere.

Manufactured by

ALLISON COUPON COMPANY
Indianapolis, Indiana, U.S.A.

Before placing YOUR ORDER for **SHOW CASES, STORE FRONTS ETC.**



Write us for full particulars and estimates

KENT, SON & CO.
261 King St. West
TORONTO

This Page Is The Clearing House for Grocers' Wants

HAVE YOU A POSITION VACANT?

Send us along a Condensed Advertisement. Every Grocery Clerk and Salesman in the Dominion who has any "go" in him reads "Canadian Grocer" from cover to cover, consequently your Want Advertisement will be seen and read by the very man you want for the job.

Try it out.

Talk across Canada for two cents a word

CLASSIFIEDADVERTISING

Advertisements under this heading, 2c per word for first insertion, 1c for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

MISCELLANEOUS

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queenshoro, Ont., solicits your orders.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 134, Stair Building, Toronto.

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

FIRE INSURANCE. INSURE IN THE Hartford. Agencies everywhere in Canada.

THE NATIONAL CASH REGISTER COMpany guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

ACCURATE COST-KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination — employees' time register and cost keeper. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

WANTED

WANTED—A RELIABLE, AMBITIOUS MAN in every town, to look after the circulation of magazines. Work very remunerative. MacLean Publishing Company, 143-151 University Ave., Toronto, Ont. t.f.

WANTED—RELIABLE RETAIL GROCER in Toronto or Montreal to handle a weekly supply of fresh eggs. Box 49, Canadian Grocer. 295

MANUFACTURERS' AGENT WITH FIRST rate British connection wishes to secure partner or amalgamate with other responsible agent who will undertake office management. Apply Box 52, Canadian Grocer. (710)

WANTED—A FEW EXCLUSIVE LINES IN grocers' and bakers' specialties. We are well known to the trade in B.C. for over ten years. References. W. Hill & Co., Mfrs. Agents, 847 Beatty St., Vancouver, B.C. Phone Sey. 7360. (724)

WANTED—A GROCERY CLERK — ONE who can handle sign brush preferred. Steady position for the right man. Booze and cigarettes prohibited. Apply A. Ferguson, Port Arthur, Ont.

A PRACTICAL BUSINESS MAN, 18 YEARS' experience in the biscuit and confectionery trade in the cities of Quebec and Levis, Que., solicits representation of a first-class manufacturer of those lines. Best references. Address Adj. Gosselin, 155 3rd St., Limoilou, Que. (710)

A CANADIAN GENTLEMAN AT PRESENT managing tea, coffee and manufacturing department of a wholesale grocery in Southwestern States wishes similar position with a British Columbia firm. Can furnish best of Canadian and U.S.A. references. Have been connected with wholesale grocery business all my life and have filled every position from office boy to buyer. Write Box 53, Canadian Grocer, Toronto. (717)

BUSINESS FOR SALE

FOR SALE — CASH GROCERY BUSINESS. Splendid location. A particularly well-paying business. Turnover of $19,000 per year. Good reasons for selling. Apply Box 51, Canadian Grocer.

WANTED, INFORMATION REGARDING good grocery or meat market for sale. Send description and price.—North-Western Business Agency, Minneapolis, Minn.

FOR SALE

MOTOR TRUCK—BRANTFORD DELIVERY truck, planetary transmission, hard rubber tires, 22 h.p., in 1st class condition; capacity, one ton. Has been used in general delivery service. Cost $1,500, for quick sale $500. J. A. McCrea & Son, Guelph, Ont. (626)

FIRM OF MANUFACTURER'S AGENTS, with excellent connection among grocers and hardware stores in British Columbia, is open for an additional Agency. Must be good reliable house. Address H. J. Gardiner & Co., Fairfield Bldg., 445 Granville, Vancouver, B.C. 612

Talking to the Point—

CLASSIFIED ADS. get right down to the point at issue. If you want something, say so in a few well-chosen words. Readers like that sort of straight-from-the-shoulder-talk, and that is the reason why condensed ads. are so productive of the best kind of results.

CLASSIFIED ADS. are always noticed. They are read by wide-awake, intelligent dealers, who are on the lookout for favorable opportunities to fill their requirements.

TRY A CONDENSED AD. IN THIS PAPER.

From Clothes-Pins Up

You will find the "Cane" Woodenware perfect in finish and construction.

The years of service and the satisfaction that our lines have given, prove that they are absolutely reliable. Our washboards are made in 12 different styles, they meet every requirement and will prove a profitable line for you to stock.

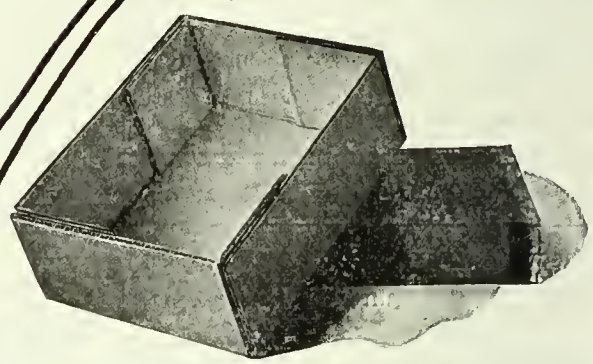
Write for catalog on Cane's Washday Woodenware, very convenient for reference.

Your wholesaler can supply you.

The Wm. Cane & Sons Co. LIMITED
Newmarket, Ont.

T&N

Saves 37%



The Efficiency Engineers' Report

"Your shipping department is costing you at the rate of $8,400.00 a year more than it should. In the first place you are using 50,000 wooden boxes at an initial cost of $9,000, whereas corrugated boxes cost you only $4,500. Each wooden box weighs 10 pounds more than corrugated containers you would use for the same quantity of goods, therefore, as you pay freight charges, you are paying $2,000 too much every year. You use ten times more floor space with wooden than is necessary with corrugated boxes. Your year's supply of wooden boxes will occupy 10,500 Sq. Ft., while a year's supply of corrugated containers would take up only 1,050 Sq. Ft., which, at a cost of 20c a sq. ft., would give you a net saving of approximately $1,900 per year.

You can readily see that you are needlessly spending a total of $8,400 every year, almost 37%. You are losing money to that extent without figuring that the T. and N. Corrugated Boxes save almost one-half the shipper's time.

The high-salaried efficiency engineer is often called in to point out leakages in large corporations and his is a mission well worth while, for his services often save firms thousands of dollars a year. Let us be your efficiency man, our services cost you nothing and we can save you many thousands of dollars right in your shipping department alone. Fill in the coupon below—Write to-day and let us explain. We pay forwarding charges on samples both ways.

The Thompson & Norris Co. of Canada, Limited
NIAGARA FALLS, ONTARIO
Brooklyn, N.Y.; Boston, Mass.; Brookville, Ind.; London, Eng.; Julich, Germany

Write to-day for full particulars.

The Thompson & Norris Co. of Canada, Limited
Niagara Falls, Ontario.

Send full particulars

Name .....

Address.....
C.G.

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YOUR aim to serve your customers by making it easy for them to get the best goods will be an agreeable task if you stock Feyret & Pinsan goods.

The **F. & P. Brand** stands for quality only.

F. & P. Hors d'oeuvres.

In tins of 1/8 size ..... .15 a tin

F. & P. ANCHOVIES IN OLIVE OIL.

Cs. of 24s, glass jars, 1/8 size..$2.50 doz.
Cs. of 24s, " " 1/4 size.. 3.10 "
Cs. of 12s, " " 1/2 size.. 5.50 "

F. & P. OLIVE OIL.

Cs. of 24s, 2-oz. bottle .....$0.95 doz.
Cs. of 24s, 6-oz. " ..... 2.25 "
Cs. of 12s, 14-oz. " ..... 4.25 "

The Finest of Olive Oils.

F. & P. French Capers.

Cs. of 24s, 1/4 size bottle.....$1.20 doz.
Cs. of 24s, 1/2 size " ..... 2.25 "
Cs. of 12s, 2-3 size " ..... 3.25 "

F. & P. French Mustard.

Cs. of 24s, Pots .....$1.75 doz.
Cs. of 48s, 1/2 Pots ..... 1.00 "

F. & P. Mackerel in Oil.

Cs. of 100s, 1/4 tins .....$11.00 cs.

Sardines

Petit Caporal Brd., 100s, 1/2 tin ..$10.00
Briand Brd., 100s, 1/2 tins 14.00

Give us a trial order to-day; you will be convinced of the real merit of this Brand.

Laporte, Martin, Limitee

Sole Agents

568 St. Paul Street - MONTREAL, Que.

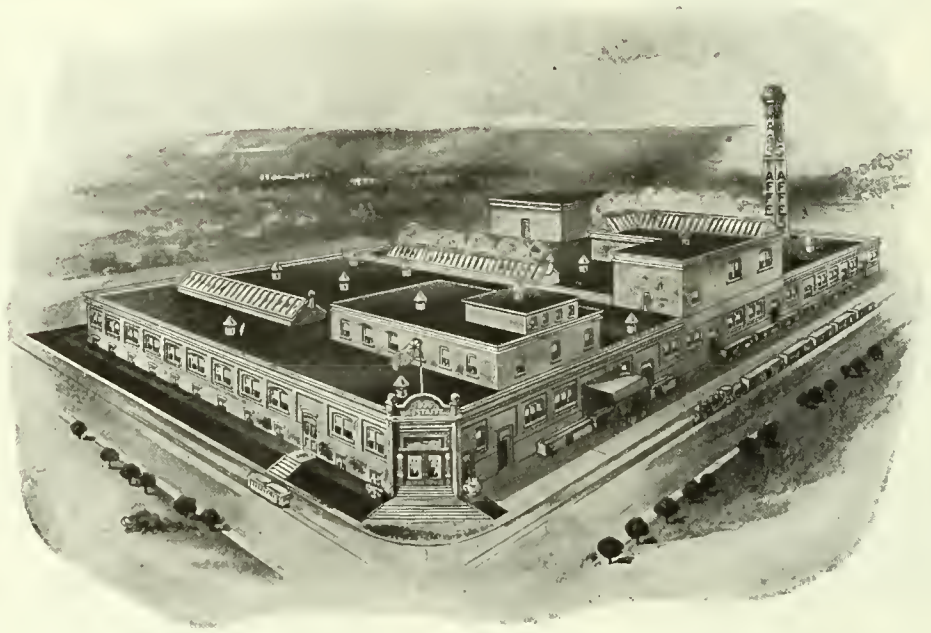
WAGSTAFFE'S

1914 New Season's Strawberry Jam

Now Ready For Delivery

Copper.
Prepared in Copper Kettles.

Silver.
Boiled in Silver Pans.



Gold.
Packed in Gold-Lined Pails and Glass.

THE MOST UP-TO-DATE FRUIT PRESERVING PLANT IN CANADA

Mr. Grocer, we have made selection of only the richest, luscious red berries, full of flavor, obtainable in the Southern States and Ontario. Our agents from Hamilton have superintended the shipping of same, so that we can guarantee every jar and tin of Wagstaffe's Strawberry Jam, to be of the finest quality. Guaranteed fruits and sugar only.

WAGSTAFFE LIMITED

PURE FRUIT PRESERVERS

Hamilton **Canada**

A Real Palate-Tickler

There is a reason why **Sterling Catsup** has proven such a phenomenal seller ever since it was first put on the market. And there is a reason why every dealer who is handling this line sends in repeat order after repeat order.

Here's the Reason

It is of exceptionally high quality; has a distinctive flavor—true tomato deliciousness and sells at a popular price.

The tomatoes used are freshly gathered from the vines in the morning and canned the same day. All the freshness and deliciousness is thus retained.

Sterling Catsup will stimulate sales for you. Order a trial case from your wholesaler.

The T. A. Lytle Co., Limited

"CANADA'S LARGEST PICKLE INDUSTRY"

Sterling Road, Toronto

OCER
FRESH EGGS!
I GUESS I'D BETTER WAKE UP AND GET A BOWSER OUTFIT!
HIS COMPETITOR
FINE GROCER
THIS GROCER KNOWS HIS BUSINESS. HE SELLS ME GASOLENE WHILE MY WIFE BUYS GROCERIES!

The Bowser Outfit makes *two sales* grow where *one* grew before. The motorist brings his wife to buy groceries and naturally buys his gasolene at the same time, next day he comes to buy gasolene and sees some groceries that please him and buys *them*. Grocers who have no Bowser Outfit, lose both these sales and all the

BOWSER
ESTABLISHED 1885

profitable trade in high-grade goods that follows. The man who rolls along the street in a car that cost as much as a house and lot *has money,* he's a good customer and you want his trade. You want to *sell him his gasolene* because he has to buy that almost *every* day. We do more than supply you the Bowser Outfit that handles the gasolene—we have taught motorists to look for the Bowser Outfit and buy their gasolene where they find it. Write us for suggestions that will increase your sales. Ask for free booklet. No obligation incurred.

S. F. BOWSER & COMPANY, Inc.

66-68 Frazer Avenue, - - Toronto, Ont., Canada

Made by Canadian Workmen and Sold by Canadian Salesmen.
Sales Offices in all Centres and Representatives Everywhere.

Original patentees and manufacturers of standard, self-measuring hand and power driven pumps, large and small tanks, gasolene and oil storage and distributing systems, oil filtering and circulating systems, dry cleaner's systems, etc.

Established 1885.

LAKE OF THE WOODS MILLING CO LIMITED

FIVE ROSES

MANITOBA PATENT

196

KEEWATIN

EVERY BARREL & HALF BARREL BEARS THIS STENCIL ON THE BARREL HEAD IN RED AND BLUE, OR IT IS NOT FIVE ROSES FLOUR · THE FULL-SIZE BARREL CONTAINS 196 POUNDS, THE HALF BARREL CONTAINS 98 POUNDS · ALSO PACKED IN BAGS OF VARIOUS SIZES

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVIII. PUBLICATION OFFICE: TORONTO, JULY 10, 1914. No. 28

The finest sun-ripened tomatoes

best spices, pure vinegar, sugar, salt and onions

only are used in Club House Catsup

(no inferior ingredients, preservative or coloring matter whatever are used in its preparation)

DOWN by "old Erie," in the most southernly spot in Canada, stands a well-appointed factory situated right in the centre of the finest tomato-growing locality of the Dominion, if not in the world. This is the home of **"Club House"** Tomato Catsup —the finest product of its kind that experience, conscientious preparation and "A.1." ingredients can produce.

Only the choicest, fresh picked, sun-ripened tomatoes, the best spices, pure vinegar, sugar, salt and onions are used, and absolutely no coloring matter, adulterants or preservatives of any kind are employed in the preparation of "Club House" Catsup.

We're taking orders now for the 1914 pack—place yours for "Club House."

FREE FROM ARTIFICIAL COLORING & PRESERVATIVES
CONTAINS ONLY RIPE TOMATOES SPICES PURE VINEGAR SUGAR SALT AND ONIONS
GORMAN ECKERT & CO LIMITED
CLUB HOUSE
TOMATO CATSUP
LONDON, CANADA

Put up exclusively by

GORMAN, ECKERT & COMPANY
LIMITED

London, Ontario

Western Selling Agents

Mason & Hickey, Winnipeg

If you are now a distributor of

CHASE & SANBORN'S
High-Grade Coffees

you know the satisfaction they give; if you are not, you can't learn too soon.

Chase & Sanborn, - Montreal

HIGH-GRADE COFFEES

Finest Quality **Whittemore's Shoe Polishes** Largest Variety

Oldest and Largest Manufacturers of Shoe Polishes in the World

"**GILT EDGE**" Oil Polish. The only Ladies' Shoe Dressing that positively contains oil. Softens and preserves. Im parts a beautiful Black lustre. Always ready to use. Largest quantity. Finest quality. Polishes without rubbing. Retails 25c.

"**BULLY SHINE.**" A waterproof paste polish for all kinds of black shoes and old rubbers. Blacks, polishes, softens and preserves. Contains oil and waxes to polish and preserve the leather. Also Russet Bully Shine for tan leathers. Large tin boxes. Boxes open with a key. Retail 10c.

"**SUPERB**" (a paste) for polishing Patent and Shiny Leather Boots and all Shiny Leather Articles. Boxes open with a key. Retails 10c.

"**DANDY**" **COMBINATION.** For cleansing and polishing all kinds of russet, brown or yellow boots, shoes, saddles. bridles, etc. Retails 25c. "Star" russet combination (10c size). Russet, Brown and Ox Blood Pastes (5 sizes of each color).

"**ELITE**" **COMBINATION.** For those who take pride in having their shoes look A1. Restores color and lustre to all black shoes. Retails 25c. "**BABY ELITE**" **COMBINATION** (10c size). "**ELITE**" **PASTE** in 5 sizes.

"**BOSTON**" **WATERPROOF POLISH.** A black liquid for men's and boys' shoes. Produces a patent leather shine without brushing. Retails 25c.

Send for circulars giving full particulars of our other Polishes to **WHITTEMORE BROS. & CO.**, Boston, Mass., U.S.A. For sale by the Wholesale Grocers in all Canada.

When you can link up profit with quick sales and quick sales with the real thing in seasonable, customer-satisfying goods, then you have something that's worth taking hold of and pushing

—and this is just the boat you're in when you handle the famous beverage

STOWER'S LIME JUICE CORDIAL

This famous cordial has pure squeezed lime juice as the foundation, but it is made 100% more palatable, healthful and refreshing by being scientifically blended so as to please not only the fastidious taste of the lime juice lover, but also meet the demand of the average person.

This cordial keeps the blood and digestive organs in a healthy condition. It is pure.

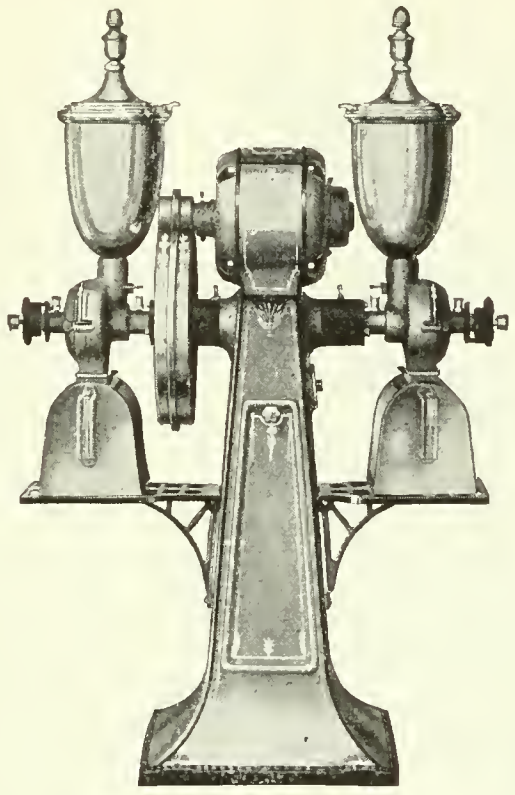
With Stower's Lime Juice Cordial well displayed, you are sure of a steady sale and good profits.

Stock up now.

Arthur P. Tippet & Company

AGENTS

Montreal Que.



Mr. Grocer:—

What are you doing to give up-to-date SERVICE in selling Coffee?

Are you selling all the Coffee that all the customers whom you serve are consuming?

If not, there is a reason.

If yes, how do you know?

We can safely tell you that you are not selling all the coffee you can or should sell, if you are not properly equipped to give up-to-date Coffee SERVICE.

Write us for Free information for Increasing Coffee Sales.

The Hobart Manufacturing Co.

105 Church St., Toronto, Canada

RYAN BROS., 110 James St. East, Winnipeg, Agents for Manitoba, Sask., and Northern Ont.

Our Seal TUCKETT'S SMOKING *Tobacco*

If fond of a good pipe yourself smoke "OUR SEAL" Tobacco

This is the supreme result of six years' experimenting in the blending of tobaceo leaves to produce an artiele that is both mild and satisfying—a rich, mellow tobaeco, with a pleasing delieate flavor and fragrance, made from the properly grown and ripened leaves of the finest Virginia plants.

Try it yourself and stock it for your best trade. Smokers all appreciate "Our Seal."

Get it from your wholesaler.

TUCKETT LIMITED, Hamilton, Ontario

Be the First!

in your locality to supply customer with the new pack of E.D.S. Strawberry Jam. All orders filled promptly.

We are telling the public

through attractive street car, newspaper and magazine advertising of the purity of E.D.S. Jams, Jellies, Marmalades, Catsups, Drinks, etc. A steady demand is assured. It will pay you to keep a well-assorted supply always on hand.

E.D.S. Products (Government inspected) are 100% pure. They are quality stock that make profitable selling.

Made only by

E. D. Smith & Son
Limited
WINONA ONTARIO

AGENTS:

NEWTON A. HILL	Toronto
W. H. DUNN	Montreal
MASON & HICKEY	Winnipeg
R. B. COLWELL	Halifax, N.S.
A. P. ARMSTRONG	Sydney, N.S.

BORDEN MILK Co. LIMITED
EAGLE BRAND
Trade Mark of BORDEN MILK COMPANY LIMITED
GAIL BORDEN
EAGLE
BRAND
by which their PRESERVED MILK will hereafter be designated and for additional protection against imposition each Label will bear the signature.
Gail Borden
BORDEN MILK COMPANY LIMITED
MONTREAL, CANADA.

When fresh milk turns sour

and a fresh supply is not at hand have your customers a worthy substitute? This argument alone could be utilized in introducing

Borden's Eagle Brand

into households that have never used condensed milk before. Once the emergency arrives its real value is established and the taste is formed.

No household should be without a can or two of Eagle Brand Milk—the ever-ready and delicious substitute for fresh milk and cream.

Start to-day to create a demand. Put in a window display and draw attention to the superiority of Borden Milk Products — Eagle Brand Milk, Borden's Evaporated Milk, Reindeer Brand Coffee, Cocoa and Milk.

Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Building
Vancouver, B.C.

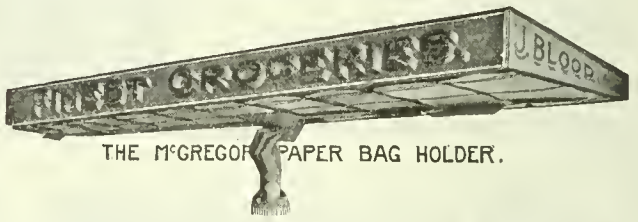
JAPAN TEAS

Furuya & Nishimura
Montreal

RENNIES SEEDS

PUREST-CLEANEST
MOST RELIABLE
GET CATALOGUE
AT BEST DEALERS
OR DIRECT
TORONTO - MONTREAL
WINNIPEG - VANCOUVER.

A store convenience — costs little — gives big service



THE McGREGOR PAPER BAG HOLDER.

Holds every size bag from ¼ to 10 lbs. Always ready. Saves time, space and waste of bags. Supply of bags is laid in the top; one by one is secured as required. The most practical bag holder made. You cannot afford to be without one. Write for Prices and detailed particulars.

For sale by all first-class jobbers or
The O. P. McGregor Paper Co., Limited
411 Spadina Ave., Toronto

PURITY SALT

Should Go Into Every Basket of Orders That Leaves Your Store

When salt is asked for give the customer "Purity," it's everything its name implies. It satisfies the customers every time and allows you a liberal profit. Insist on getting it — recommend it to your patrons.

The Western Salt Co.
LIMITED

COURTRIGHT, ONT.

With SNAP all hands can be clean

Snap, the original hand cleaner, easily removes all kinds of grease and dirt from the hands without the slightest injury to the skin—soothes and refreshes. It will pay you to put lots of **Snap** into your business. A good profit is assured and a big demand is immediately created. Everybody needs it. Get **Snap** going in your locality. It pays.

SNAP COMPANY, Limited

MONTREAL

Now is the time
to place your order
for new pack strawberries

Cans filled full and preserved with an extra

"Aylmer" Brand
Strawberries

heavy syrup made of granulated sugar solely—

Have you seen the new style package for **Aylmer** pure jams?

Dominion Canners, Limited
Hamilton, Canada

"Who Wants to Cook in Hot Weather, Anyway?"

"There! there's something anybody can make, whether they can cook or not. Who wants to cook in hot weather, anyway?"

Nobody wants to, of course, and we want to help out all we can.

So we tell people about

JELL-O

how easy it is made, without cooking or fussing, how delicious its fruit flavors are, and how *economical* it is.

Your customers will thank you too for recommending Jell-O.

THE GENESEE PURE FOOD CO.,
Bridgeburg, Can.

The name JELL-O is on every package in big red letters. If it isn't there, it isn't JELL-O.

OAKEY'S

The original and only Genuine Preparation for cleaning cutlery.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.	Vancouver, B.C
Edmonton, Alta.	Hamilton, Ont.
Halifax, N.S.	Montreal, Que.
London, Ont.	Quebec, Que.
Ottawa, Ont.	Toronto, Ont.
St. John, N.B.	Winnipeg, Man.

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, GENERAL MANAGER WESTERN CANADA
TORONTO

THE "WANT AD."

The "want ad." has grown from a little used force in business life into one of the great necessities of the present day.

Business men nowadays turn to the "want ad." as a matter of course for a hundred small services.

The "want ad." gets work for workers and workers for work.

It gets clerks for employers and finds employers for clerks. It brings together buyer and seller, and enables them to do business though they may be thousands of miles apart.

The "want ad." is the great force in the small affairs and incidents of daily life.

BEST INCORRODIBLE

TEA LEAD

ALL SUBSTANCES AND SIZES

Grey & Marten, Limited

City Lead Works: Southwark Bridge, London, England

Telegraphic Address: Amalgam, Boroh, London; Code A.B.C., 5th Edition

AGENTS: TORONTO, C. H. Anderson, 50 Front Street East
HALIFAX, Curren, Hart & Co., 45 Bedford Row
ST. JOHN, N.B., S. Norman Sancton

BLACK JACK

QUICK
CLEAN
HANDY

TRY IT

SOLD BY ALL JOBBERS

¼-lb. tins—
3 doz. in case

"SOVEREIGN"

SALMON

FINEST BRITISH COLUMBIA

SOCKEYE

QUALITY

IS OUR FIRST

CONSIDERATION

PACKED BY

THE ANGLO BRITISH COLUMBIA PACKING CO. LTD.

VANCOUVER, B. C.

GOOD BLUE

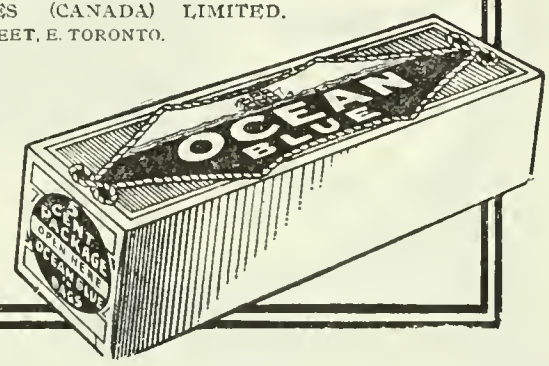
OCEAN BLUE is good Blue and people come again and again for it. It leaves linen white as snow; it leaves your shelves freely; it leaves a living profit.

Order from your Wholesaler.

OCEAN BLUE

HARGREAVES (CANADA) LIMITED.
33 FRONT STREET, E. TORONTO.

Western Agents: For Man., Sask. & Alta. Nicholson & Bain Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For B.C. and Yukon: Donkin, Creeden & Avery, 117, Arcade Buildings Vancouver, B.C.



Horseradish Mustard

BAYLE Horseradish Twins Want a Home in EVERY JOBBING CITY IN CANADA

Horseradish Cream

CANADIAN REPRESENTATIVES:

Winnipeg—Ruttan, Alderson & Lound Co., Ltd.
British Columbia—Hamblin & Brereton, Ltd.
Edmonton, Alta.—Geo. J. Benjamin.
Regina—G. C. Warren.
London, Ont.—J. Harley Brown.
St. John, N.B.—Walter W. Chase.
Toronto—Harry Horne Co.

WE WANT BROKERS AT POINTS NOT MENTIONED ABOVE.

MADE ONLY BY

Geo. A. Bayle, St. Louis, U.S.A.

Established 1888—Originator of Horseradish Mustard, Peanut Butter, Horseradish Cream, Etc.

CAN-O-WAX

a household necessity

A pure refined paraffine wax, sweet and clean. A very profitable seller during the preserving season.

Can-O-Wax makes an absolutely air-tight seal for Jelly, Canned Fruits, Catsups, Sauces, etc., in jars, bottles or glasses. The long, round sticks insure convenience and economy.

For laundry use it is indispensable, makes clothes white (no bleaching), will not injure the finest fabric. Costs little, saves much.

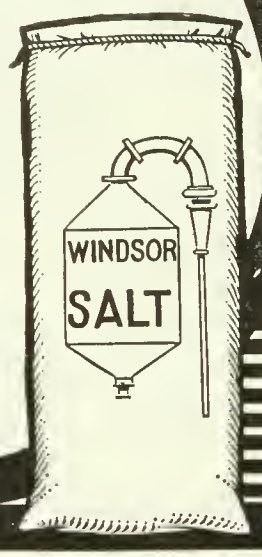
Let us send you a sample tin. Sold through the wholesale trade.

CANADIAN OIL COMPANIES, Ltd.

Toronto, Ont.; Winnipeg, Man.; Montreal, Que.; St. John, N.B.; Halifax, N. S.; Regina, Sask.; Calgary, Alta.; Nelson, B.C.

WINDSOR TABLE SALT

is just clean, pure Salt, refined to the highest degree of purity, in the most modern Salt works on the continent.



Canadian Salt Co., Limited

WINDSOR, ONT.

Your Women Customers

never think of sealing preserves and jellies without thinking of

Parowax

(Pure Refined Paraffine)

Parowax insures against moldy, spoiled jars. The housewife knows it. She knows that Parowax is the biggest help on wash-day too.

Order your supply of Parowax now. It means a steady, profitable trade, a quick turn-over, well-satisfied customers.

Parowax is put up in 1/4 lb. cakes, packed 4 in a carton; 20, 40 or 100 cartons in a case.

THE IMPERIAL OIL COMPANY, Limited

Toronto	Montreal	Winnipeg	Vancouver
Ottawa	Quebec	Calgary	Edmonton
Halifax	St. John	Regina	Saskatoon

The Best Proofs

of the PRE-EMINENCE of the

Continental Grocery Bags

are the bags themselves.

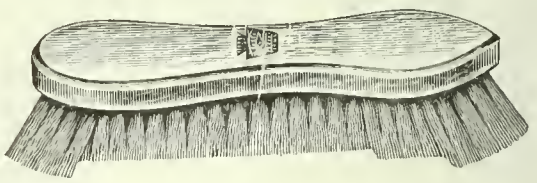
Manufactured for those who use the best.

Ask the man who uses them

The Continental Bag & Paper Company, Limited

Manufacturers OTTAWA

Branches: Montreal and Toronto
Agencies throughout Canada



The above cut shows an article of daily use in every household in Canada. We specialize on

Scrubbing Brushes

and have the cost of this class of goods reduced to a minimum. The Dealer gets the advantage of this when he buys our Brushes. We have a large range in every class of material which show good margins of profit in lines to retail from 10 cents to 25 cents. Remember it's the KEYSTONE BRAND.

Stevens-Hepner Company
Limited
Port Elgin, Ontario.

Swiss Dairy Brand MILK

(Manufactured in Ireland)

The price is down to

$3.60

per case of 48 tins

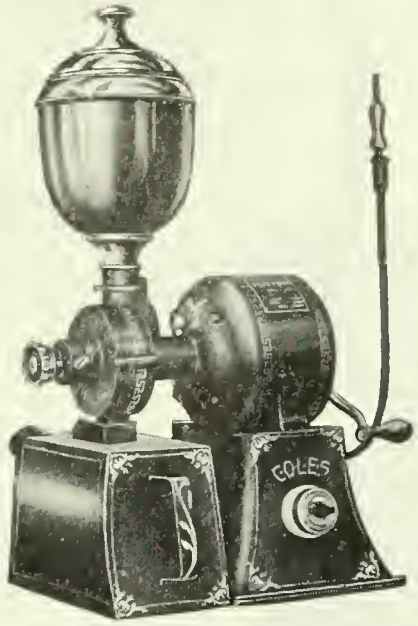
Order from your Jobber

Kirkwood & Sons

TORONTO

Don't Buy "An Electric Coffee Mill"

Buy a COLES GUARANTEED ELECTRIC MILL



There's a tremendous difference — as great as there is between an unsigned check and a signed one.

When the name COLES is on your mill you're certain it's "right."

Have you a copy of Catalogue 913C?

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

COLES MANUFACTURING CO.

1615 North 23rd St. **PHILA., PA.**

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.

Get this fellow working for you

Right now, during the Spring housecleaning season, **Bull Dog** Specialties will pull and hold good trade to your store. The profit makes it worth while stocking these lines.

Bull Dog Cleansers

Clean up everything

Bull Dog Ammonia Powder, **Bull Dog** Chloride of Lime, **Bull Dog** Borax, **Bull Dog** Liquid Blueing, **Bull Dog** Liquid Ammonia.

Order your supply now.

The John B. Paine Co., Ltd.

TORONTO, Ont. MONTREAL

AGENTS:—Marshall Brokerage Co., London, Ont.; W. Lloyd Lock & Co., Winnipeg; Jacksons, Ltd., Calgary; Geo. C. Benjamin, Edmonton, and all wholesale houses.

RONUK POLISHES

RONUK FLOOR POLISH

RONUK FURNITURE POLISH

RONUK SHOE POLISH

APEX METAL POLISH

Consider that every Ronuk Polish is the result of years of chemical research—that it is exactly suited to the requirements of its particular use, and is of real benefit to the material to which it is applied—wood, metal or leather,——and you will understand why Ronuk Polishes are as nearly perfect as it is possible to make them——and why it will pay you not only in money, but in making satisfied customers——"good-will."

Ronuk's extensive advertising will be a help too.

For information, prices, etc., write

RONUK LIMITED

Factory, Portslade ENGLAND **91-93 Youville Sq. MONTREAL**

Canadian Head Office

53 Yonge Street, TORONTO

Wholesale Distributors:

Cochrane Hardware, Limited, at Sudbury, Sault Ste. Marie and North Bay, Ont.
The Marks, Clavet, Dobie Co., Limited, Port Arthur, Ont.
Chapples, Limited, Fort William, Ont.
The J. H. Ashdown Co., Limited, Winnipeg, Man.
The Brandon Hardware Co., Limited, Brandon, Man.
Millar Hardware Co., Limited, Portage la Prairie, Man.
Armstrong, Smyth & Dowswell, Limited, Regina, Sask.
The Wildren Moir Sales Co., Edmonton, Alta.
Douglas & Co., Limited, Amherst, N.S.
Sumner Co., Moncton, N.B.
Manchester-Robertson-Allison, Limited, St. John, N.B.
Robertson, Foster & Smyth, Limited, St. John, N.B.
W. H. Thorne & Co., Limited, St. John, N.B.

A RECORD

has been created by

White-Cottell's Malt Vinegar

The building up of a large Vinegar Business generally takes many decades. Our immense turnover has been reached in a very few years.

THE REASON

is that our Vinegar gives the utmost satisfaction both sides of the counter, i.e., when it is a question of quality and prices we win fairly and squarely. Put us into competition, and see for yourself.

Write us to-day for samples and prices

CANADIAN AGENTS :

Ruttan, Alderson & Lound, Ltd., Winnipeg

L. A. Gastonquay, 60 Bedford Row, Halifax, N.S,

CANADIAN AGENTS :

Nelson, Shakespeare, Watkins, Ltd., Vancouver, B.C.

Schofield & Beer, St. John, N.B.

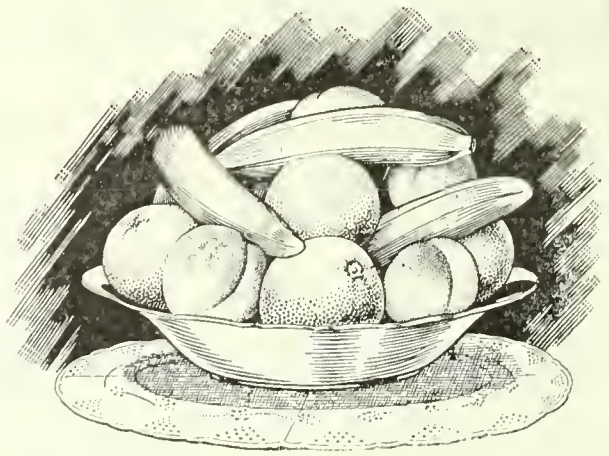
WHITE-COTTELL'S MALT VINEGAR

CAMBERWELL, LONDON, ENG.

WHITE-COTTELL'S MALT VINEGAR

These two make each other delicious!

Try a sliced banana, a few berries, a sliced peach or the juice of an orange with "FORCE" for your next breakfast. These crisp, nut-like flakes of wheat-cooked-with-malt make a meal in themselves. Eat bacon and eggs too, if you like, but you don't really need them. Just try "FORCE" and see.



We strongly urge you grocers to eat "FORCE" at your own breakfast tables. We know how good "FORCE" is for men who work hard as you do and we welcome your own test. You'll understand then what a real difference there is in cereals and why "FORCE," a high-grade WHEAT food, sells for 15 cents and IS WORTH IT.

Made by The H-O Company, Hamilton

IN A CLASS BY THEMSELVES

That is what we claim for

Clark's Pork and Beans

You ask "WHY"?

Because nothing but absolutely the purest and best is used in their preparation.

Because they enable you to hand your customer the high-class article at a moderate cost.

Because they have by far the largest sale in the Dominion of Canada.

DON'T LAG BEHIND. GET YOUR SHARE OF THE SALES.

W. CLARK, LIMITED, MONTREAL

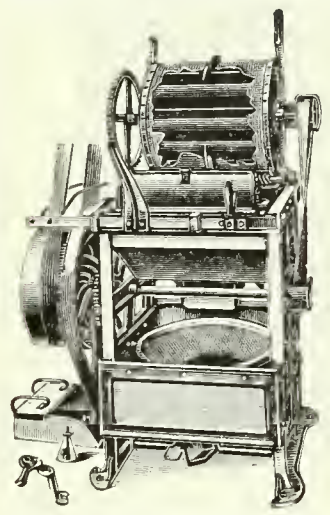
1914 CROP APRIL PICKINGS JAPAN TEA

—the finest sample that comes to Canada, packed by Hellyer & Co., expressly for our trade in 50-lb. boxes and 85-lb. half-chests, to retail at 50c. Branded Tartan Fancy Leaf.

Also 200 half-chests Rob Roy Japan packed by the same firm, to retail at 25c.—the cheapest Green Tea in the world.

Samples on application, or you can consult our travellers.

BALFOUR, SMYE & CO., Wholesale Grocers, **HAMILTON, ONT.**



Complete Equipment for Modern Grocery and Allied Trades

As Installed in most of the Leading Houses in the United Kingdom

COFFEE ROASTERS (8 Types, 50 Sizes, 2 oz. to 1000 lbs. Capacity).
MODERN TEA SIFTING, CUTTING and BLENDING MACHINES.
COMPLETE RANGE OF HIGH-CLASS GRINDING MILLS.
THE IMPROVED CURRANT AND SULTANA CLEANER, ILLUSTRATED, GREATLY ENHANCES THE APPEARANCE AND VALUE OF THE FRUIT.

New 1914 Catalogue of all Specialities Free on Request. Mention C. G. Dept.

GROCERS' ENGINEERING & WHITMEE LIMITED

COLE STREET SWAN STREET LONDON, S. E.

Right—Always right

It has never been anything else since we first turned out the goods in 1846. Its absolute purity, full strength and reliability make it always in demand by careful cooks.

COW BRAND BAKING SODA

is the best for satisfaction and profit—as such you should never fail to recommend it.

Get it from your jobber.

CHURCH & DWIGHT

Manufacturers LIMITED

MONTREAL

Profit and demand go hand in hand

The daily increasing demand for Rock City Brands of Tobacco

—— **King George Navy Chewing**
—— **Maple Sugar Chewing**
—— **Master Mason Smoking**
—— **Rose Quesnel Smoking**

is evidence not only of their popularity with the men, but it is also apparent that merchants are pushing them because of the all-'round satisfaction they produce in profits and repeat business.

Write for terms and particulars of these tobaccos.

Rock City Tobacco Co.
LIMITED
QUEBEC WINNIPEG

YOU CAN INSURE

Your customers' success in putting down their Fruits, etc., by selling them

St. Lawrence Granulated

The Sugar that's 100 per cent. pure cane.

Good Sugar means Good Fruit.

Your stock is not complete without

SYMINGTON'S COFFEE ESSENCE

The already large demand is fostered by continuous up-to-date advertising, and your customers—appreciating the excellent quality, pure flavor and extreme handiness of Symington's Coffee Essence—will become regular users.

Remember there is no other Coffee Essence to equal SYMINGTON'S, and write for prices, showcards and full particulars to-day.

Thos. Symington & Co., Edinburgh and London

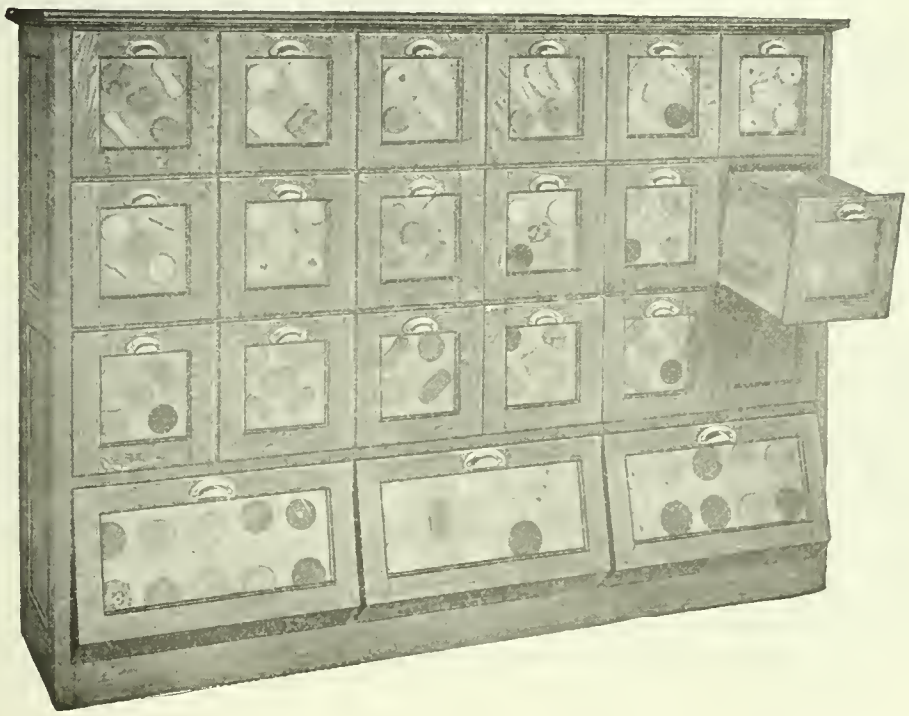
AGENTS:—Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver—Messrs. Shallcross, Macaulay & Co.

Standard Biscuit Case

In Sectional Lengths

makes provision for not only your tins, but also large wooden cake boxes which you find difficult to place and show contents to advantage.

This case shown is 6′ long and 54″ high, having 3 large patent roller bins in base, with bevel front to display cakes or contents of large cake boxes, and above this glass display oak front slides, fitted with rollers to insure easy running, show your stock of cakes in tins. Every large bin in base adds two feet to length of case.



Stock lengths are 6′, 8′ and 10′, but may be made to order in any length and also fitted with shelving to match regular fixtures. Made in oak to match your fixtures and sell your cakes.

Walker Bin & Store Fixture Co.,

LIMITED

Berlin, Ontario

Representatives:

Manitoba:—Watson & Truesdale, Winnipeg, Man.

Sask., Alta., and Eastern B.C.:—North-West Specialty Co., 226, 3rd Ave., Saskatoon; 111 Howard Ave., Edmonton; 110 Eastman Chambers, Regina.

Vancouver, B.C.:—R. J. Borland, 1105 Pacific Street.

Montreal:—W. S. Silcock, 33 St. Nicholas St.

Maritime Provinces:—R. R. Rankine, 46 Adelaide St., St. John, N.B.

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and exten ds from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

Established 1859.

GEO. STANWAY & CO.
TORONTO
Ontario representative for
D. S. PARTHENOPULO
Patras, Currants
Importers of Texan Rices, White Beans, Lentils, Imported Canned Goods, etc.

CHARLES H. COLE
Agent for McVitie & Price, Jas. Pascall, T. W. Beach, Johnston-Baird Co., etc.
New Address:
33 Front Street East - Toronto
Montreal Office: 501 Reade Bldg.

MORROW & COMPANY
CEREALS
TORONTO, - - - - - CANADA.
Rolled Oats, Oatmeals, Rolled Wheat, Split Peas, Pot and Pearl Barley, Graham Flour, Buckwheat Flour, Potato Flour, Wheatlets, Cornmeal, Lentils, Beans and Peas, Domestic and Imported; Sal Soda, etc., etc. Write for prices and samples, carloads and less.

"Canned Foods Ltd."

W. H. Millman & Sons
General Sales Agents for Canada

W. G. PATRICK & CO.
Limited.
Manufacturers' Agents and Importers.
51-53 Wellington St. W., Toronto

AGENCIES SOLICITED
Excellent connection with Grocers, Druggists and Confectioners—wholesale and retail.
M. D. BEARD
50 Front St. East TORONTO

W. G. A. LAMBE & CO
TORONTO
Established 1885
SUGARS FRUITS

ONTARIO (Continued)

HENRI DE LEEUW
28 Front Street E. TORONTO
RICE, COFFEE, DRIED FRUITS, SEEDS, CANNED and FRESH FISH, CHEESE: EDAM, STILTON, ROQUEFORT; CONFECTIONERY, ETC.

COLLECTIONS
Accounts and claims of every nature collected everywhere. Send for free booklet C and forms.
COMMERCIAL COLLECTION CO.
77 Victoria St., Toronto, Ont.

WESTERN PROVINCES.

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG.
We solicit accounts of large and progressive manufacturers wanting live representatives.

G. C. WARREN, REGINA. SASK.
Importer, Wholesale Broker and Manufacturers' Agent.
Trade Established, 15 years.
Domestic and Foreign Agencies Solicited
Warehouse: 1313 Garnet St.

LEADLAY LIMITED
Grocery Brokers and Importers
WINNIPEG TORONTO CALGARY
332 Bannatyne 309 King St. W. 510 Ninth Ave. W.

W. H. Escott Co.,
LIMITED
Wholesale Grocery Brokers and Manufacturers' Agents
Commission Merchants
WINNIPEG REGINA
CALGARY EDMONTON

Hamblin & Brereton
LIMITED
Importers and Manufacturers' Agents.
Winnipeg, Calgary, Vancouver.
We call on the Jobbing and Retail Trade.

WESTERN PROVINCES—Continued.

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents
WINNIPEG - MAN
Domestic and Foreign Agencies Solicited.

COCKBURN-NOLAN CO.
Limited
Importers, Brokers and Commission Merchants
Representing Pugsley-Dingman Co., Limited. Canned Foods, Limited.
312-314 Ross Avenue Winnipeg

H G. SPURGEON
WINNIPEG
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce.
P.O. Box 1812.

FRANK H. WILEY
Wholesale Commission Merchant and Grocery Broker
757-759 Henry Ave., WINNIPEG

Ruttan, Alderson & Lound, Ltd.
Successors to
RUTTAN & CHIPMAN
Commission Brokers
WINNIPEG. MAN.

BRITISH COLUMBIA.

The Campbell Brokerage Co.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street, Vancouver, B.C.

O'Loane, Kiely & Co., Ltd.
Wholesale Grocery Brokers and Commission Merchants, Canned Goods, Dried Fruits, Cereals and Grocers' Sundries, Buyers' and Sellers Representatives and General Agents. Inspectors and Shippers of Canned Salmon. Trackage, common and cold storage warehouse facilities.
RELIABLE ACCOUNTS SOLICITED.
References: Bank of Montreal, Bradstreet and Dun. VANCOUVER, B.C.

NEWFOUNDLAND.

T. A. MACNAB & CO.
ST. JOHN'S, - NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
Codes: A, B, C, 5th edition, and private.

QUEBEC.

SPLENDID CONNECTION
Amongst the Jobbers and Retailers
I am open for a few more agencies, and can handle them to advantage.
Have You a Line of Candy Gross Goods?
CLAUDE BEAUCHAMP
223 Commissioners St., Montreal.

The
Condensed Ad.
page
will interest you

Every Merchant who handles—

Mathieu's Nervine Powders

MATHIEU'S
NERVINE POWDERS
For Headache and Neuralgia
Contain no Opium, Morphine or Chloral.
One powder will relieve and a few powders will cure you,
If you have a bad headache,
If you are feverish,
If you do not sleep well,
If you are nervous,
If you have La Grippe,
If you suffer from neuralgia
These powders are very good for children cutting their teeth.
18 Powders for 25 cents
DIRECTIONS

knows that they sell themselves. So effective are they in all cases of headaches that when once tried they are immediately recommended. Every merchant can with perfect safety recommend Mathieu's Nervine Powders as a perfectly safe and harmless remedy in all cases of headaches. Any merchant may try Mathieu's Nervine Powders at our expense, as per coupon attached. *Mathieu's Syrup of Tar and Cod Liver Oil is a specific in all forms of colds.*

The
J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—
Name .....
With (Name of firm) .....
Street .....
City or town .....Prov.....

ARE YOU SHARING

with us the steadily growing popularity of

MAPLEINE

ORDER FROM
Frederick E. Robson & Co., 25 Front St. E., Toronto, Ont., Canada,
Or
Mason & Hickey, 287 Stanley St., Winnipeg, Man., Can.
CRESCENT MFG. CO.
SEATTLE, WASH.

BRAND **STUHR.**

STUHR'S
CAVIARE
FILLETED ANCHOVIES
(In Brine).
ANCHOVY PASTE
(In Tubes).

Sold by all High-Class Provision Dealers.

C. F. STUHR & CO., Hamburg.

BUY
STARBRAND
Cotton Clothes Lines
AND
Cotton Twine
Cotton Lines are as cheap as Sisal or Manila and much better
For Sale by All Wholesale Dealers
SEE THAT YOU GET THEM

For You!!

Have you investigated our Turkish **Delight Proposition?**

A few dealers thought there was "nothing to it" until they got prices and samples. Then **they** started to **sell,** and have been increasing all along.

Sultana Turkish Delight is really rich, and a profit-winner.

Write

Oriental Produce Co., Montreal

John Duncan & Co.
Montreal
TEAS

of all grades from every tea producing country in the world.

Ask us for Samples.

Clothes washed without a rub

In twenty minutes a boiler of clothes is ready for the clothes line, clean, pure and white without even a rub if

"VIG-NOL"

—the wonder-working tablet cleaner is used. Once used it is always used as a saver of soap, saver of time, saver of labor. Introduce it to-day. Sure sales.

Learn more about "Vig-Nol." There's a special offer awaiting you.

H. NAGLE & CO., P.O. Box 2024 **Montreal**
Jobbers—Write for Discounts
Distributors—Young Co., Ltd., Sudbury, Ont.
Will Hill & Son, Vancouver, B.C.

Domolco Molasses is more wholesome than clover honey

It finds favor in the household—on the table and for cooking—ten times to the one of honey. Domolco Molasses is made from the finest quality Barbadoes sugar cane and is put through our own special process, which makes it as pure as pure refined clover honey and much more wholesome.

Our extensive advertising has placed Domolco in thousands of Canadian homes and built up a steady increasing demand.

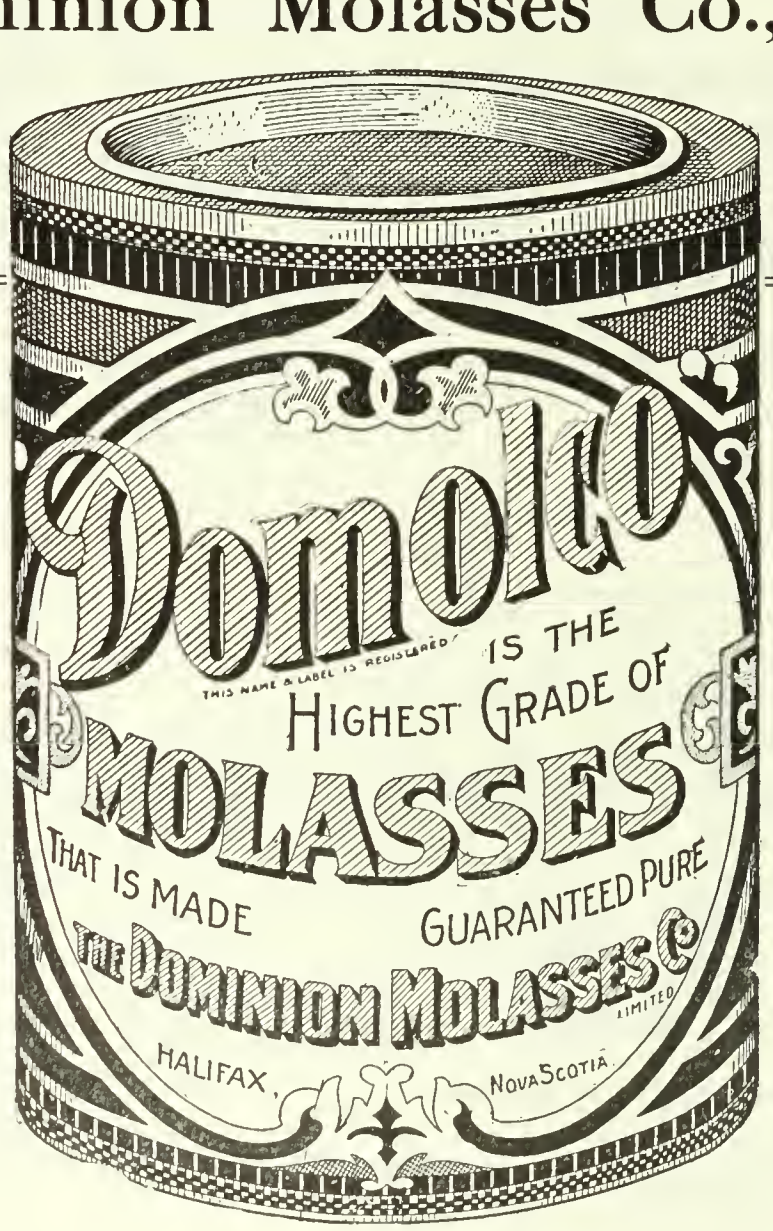
Why not take advantage of the popularity of Domolco and increase your revenue? Write to-day for prices.

Distributors for Manitoba and Saskatchewan
Messrs. The W. H. Escott & Co. Limited, Winnipeg

The Dominion Molasses Co., Limited

Halifax **Nova Scotia**

The widely advertised molasses



Pure in quality, delicious in flavor

JOHN BURGESS & SON, Limited

Sauce and Pickle Manufacturers
LONDON, ENGLAND

The firm was established in 1760 and for over 150 years has been manufacturing goods which have stood and still stand

PRE-EMINENT IN QUALITY.

TRY MM PICKLE

A Sure Seller

THERE MAY BE GOODS AT LESS PRICES, BUT THERE ARE NONE OF EQUAL VALUE.

Write to or call on the Sole Agents in Canada

DAVIDSON-BOWLES, LIMITED

86 Wellington Street West, - - TORONTO

The OVERSEA EXPORT CO., Limited

CHRISTIANIA, NORWAY

NORWEGIAN SARDINES

IN PURE OLIVE OIL

We can offer you the finest quality at the lowest price

Write to or call on the Sole Agents in Canada,

DAVIDSON-BOWLES, LIMITED

86 Wellington Street West
TORONTO

BENGER'S Food

Copyright Design.

For INFANTS, INVALIDS and the AGED.

GOLD MEDAL AWARDED

Health Exhibition, London, Adelaide and Melbourne.

The "LANCET" describes it as:
"Mr. Benger's admirable preparation."

The "BRITISH MEDICAL JOURNAL" says:
"Benger's Food has by its excellence established a reputation of its own."

Circulars & Showcards on application.

Benger's Food and other Preparations may be obtained through all Wholesale Jobbers in Canada.

BENGER'S FOOD, LIMITED,
Otter Works, ——— MANCHESTER, Eng.

199 C

CENTURY SALT

Century salt put the cents in the profits

Century Salt is not combined with cheap ingredients, the housewife gets full value for her money. Pure Salt goes further and gives infinitely better results.

Century Salt is refined and purified to the last degree. The dealers who handle get the profits.

THE DOMINION SALT Co LIMITED
SARNIA, ONT.

Whittaker's English-made Jams and Marmalade

New Season's Whole Fruit Strawberry
New Season's Whole Fruit Raspberry
New Season's Black Currant

Quality unsurpassed. Competitive prices

ORANGE JELLY MARMALADE

Brilliant in Colour
Delicious in Flavour
A big seller wherever introduced

Please call on or write to the Sole Agents in Canada,

DAVIDSON-BOWLES, Limited

86 Wellington Street West TORONTO

'I've tasted some toffees
to my time, but this Sharp's Kreemy Toffee is just the "toffiest" toffee I've ever tested. It's a regular joy-chunk. It's got the real creamy flavour that makes you want more—and more—and then more of it. You take my tip and get some yourself, and you'll agree with me that Sharp's Kreemy Toffee——
"The Toothsome Toffee."
——is the finest you ever tested."
Sold Everywhere.
Sharp's
Kreemy Toffee
Kreemy Works, Maidstone.

GEE!

BUT IT'S SWEET

SO are **profits**; aren't they, Mr. Grocerman? Have some! Sharp's Kreemy Toffee is just a Pied Piper for Profits. They follow it everywhere. The Kids can't leave it alone—the grown-ups buy it. There's a bit of a hustle for your Store when Kreemy's on the counter.

Try a 100-lb. lot. Packed in 4-lb. boxes. It won't last long, but it will set the ball rolling.

Sells in 5-cent and 10-cent bars.

Made at Kreemy Works, Maidstone, Eng., By

EDWARD SHARP & CO.

MAIL YOUR ORDERS DIRECT TO

The HARRY HORNE CO., of Toronto—For Ontario. Howe, McIntyre & Co., of Montreal—For Quebec. Geo. S. De Forest & Sons, of St. John—For New Brunswick. J. S. Creed, of Halifax—For Nova Scotia. Leadlay, Ltd., of Winnipeg, for Manitoba and Saskatchewan. Hamblin & Brereton, of Vancouver, for British Columbia and Alberta.

Keep Up Your Stock of "Redpath" Packages

When you, yourself, go to purchase a particular kind of collar or tie or hat, you know the unfavorable impression created if the clerk says, "we are all out of that kind."

Don't let that happen in **your** store. Keep up your stock of

Redpath

EXTRA GRANULATED Sugar

Give your customers what they want. Carry plenty of the 2 and 5-pound Sealed Cartons as well as the 10, 20, 50 and 100-lb. Cloth Bags. They are in constant demand the year round—and especially so during the preserving season. Look over your reserve stock and order what you lack.

CANADA SUGAR REFINING CO., Limited

MONTREAL

Phone: M. 6433-6434

W. H. ESCOTT CO., Limited

WHOLESALE

Grocery Brokers, Manufacturers' Agents and Commission Merchants

Head Office and Warehouse:
181-183 Bannatyne Ave.

WINNIPEG, Manitoba CANADA

Phone: 2022

W. H. ESCOTT CO., Limited

WHOLESALE

Grocery Brokers, Manufacturers' Agents and Commission Merchants

1821 Scarth Street

REGINA, Saskatchewan CANADA

Phone: M. 6802

W. H. ESCOTT CO., Limited

WHOLESALE

Grocery Brokers, Manufacturers' Agents and Commission Merchants

326 Eighth Ave. West

CALGARY, Alberta CANADA

Phone: 5503

W. H. ESCOTT CO., Limited

WHOLESALE

Grocery Brokers, Manufacturers' Agents and Commission Merchants

405 Telger Bldg.

EDMONTON, Alberta CANADA

Competent salesmen, also excellent storage accommodation (at a minimum charge) at the different wholesale centres. We make a specialty of pooled cars and straight carload business

We Get Results Correspondence Solicited

Artificial Vinegar Recognized by the Government as Wholesome

ON December 29th, 1913, the Dominion Government passed certain Standards for Vinegar, briefly as follows:—

"Vinegar is a liquid consisting essentially of IMPURE DILUTE ACETIC ACID, obtained by the oxidation of wine, beer, cider or other alcoholic liquid.

VINEGAR SHALL CONTAIN not less than 3.5% and not more than 10.5% of ACETIC ACID. Concentrated Vinegar is a liquid containing more than 10.5% of ACETIC ACID whose ACETIC ACID is entirely the product of the acetous fermentation of alcohol.

Concentrated Vinegar shall not be offered for sale when the acetic acid content is above 25% unless labeled in such a way to show plainly that the article is poisonous unless diluted with at least an equal amount of water. (This applies to all vinegars.)

Solution of PURE ACETIC ACID within the limits of strength of vinegar may be sold.

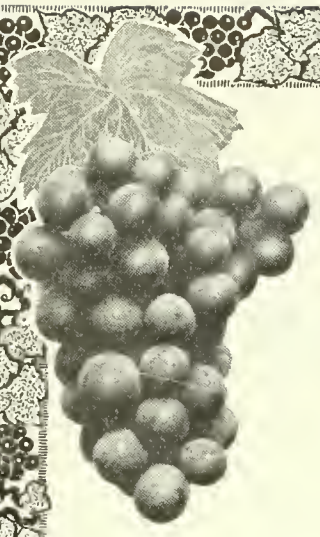
This mixture of pure acetic acid with water has been sold for years as vinegar and is absolutely wholesome, but according to the new standards, because this solution of pure acetic acid is not made by fermentation of wine, beer, cider or other alcoholic liquid, may not be called "Vinegar" (Vin-aigre) (sour wine) and has therefore to be called "Artificial Vinegar."

The Laboratory of the Inland Revenue Dept. at Ottawa in bulletin No. 235 states "That there has grown up in recent years a demand for the recognition of a diluted acetic acid. Since acetic acid is the most component of vinegar, why may not refined acetic acid be employed in vinegar manufacture? Why may not acetic acid produced otherwise than from alcohol be regarded as a further improvement in vinegar production?"

This report of the Chief Analyst suggests that pure dilute acetic acid with necessary flavors, would make a satisfactory Artificial Vinegar, fulfilling every requisite of healthfulness.

Under the amendment of the Adulteration of Foods Act, foods especially intended for invalids or infants, acetic acid may be used as a preservative.

Manufacturer



The New Welch Plant at St. Catharines

WILL BE READY FOR GRAPES IN OCTOBER

Work is progressing nicely on our new, thoroughly modern, splendidly equipped plant at St. Catharines, Ont. By the time the Concord grape crop is ripe and ready for us to select the best, as is our custom, our new plant will be in shape to begin the pressing of

Welch's

Grape Juice

Welch's is now sold by the leading jobbers throughout the Dominion.

Dealers who are unfamiliar with the advantages in handling Welch's are requested to write us at once.

Our dealers' helps, store advertising, etc., are supplied gladly and free.

The Welch Grape Juice Company

WESTFIELD, N.Y.

If you have a business for sale, a position open or want a position, try a condensed ad. in Canadian Grocer. For two cents a word you can speak across the continent.

YOUR customers will be glad to welcome DICKESON'S TEA. Its strength and purity — the richness of its flavour — its fine quality will appeal to everybody. You will find it the most sought after—the best-liked tea you ever had in your store.

Build up a bigger, better Tea Trade

By selling this famous tea from England —the tea that makes quick sales and brings in steady repeat orders—

DICKESON'S TEA

"The Beverage of the Old Country."

The Original Aluminum Packet

Dickeson's Tea is the BEST Tea

Write to any of the following Canadian Agents:

Toronto, Frederick E. Robson Co.
Hamilton, C. G. Walker & Co.
Ottawa, H. N. Bates & Sons, Ltd.
Windsor, G. Clair Bliss,
Detroit, Mich.
London, R. Donaghy.
St. John, N.B., E. T. Sturdee.
Quebec, A. Francois Turcotte.
Winnipeg, Man., W. Lloyd Lock & Co., Ltd.

GOODS WORTH BUYING

Singapore Tapioca

500 bags "September delivery"
140 lb. bags per 100 lbs. $3.85

California Canned Fruits

G & S STELLA BRAND

Apricots	2½'s	Extra Standard, doz.		$2.65
Peaches	2½'s	Yellow Cling	"	2.70
Peaches	2½'s	Yellow Sliced	"	2.75
Peaches	2½'s	Yellow Free	"	2.50
Pears	2½'s	Bartlett	"	2.95
Strawberries	2½'s	Heavy Syrup	"	3.30
Raspberries	2½'s	" "	"	3.60
Cherries	2½'s	Royal Ann, H.S.	"	3.40
Plums	2½'s	Greengage	"	2.25

All guaranteed 1914 pack — Swells and leaks one year

COMPARE OUR PRICES

Imported Patna Rice

Finest quality without doubt

1000 bags 112 lbs. per lb. .05

IT IS REAL CHEAP

New Pack Lobsters now in Store

1's flat 1's tall ½'s flat ¼'s flat

BEST PACKERS Guaranteed fine quality

New Japan Teas

Don't forget our offer of ten days ago. IT IS WORTH WHILE.

WE HAVE THE STOCK,
WE GIVE THE QUALITY
OUR PRICES ARE CORRECT.

L. CHAPUT, FILS & CIE, Limitée

Wholesale Grocers and Importers, - MONTREAL

Not until July 25

The Big Window Dressing Contest Closes July 25 instead of July 18

SUNLIGHT
PANSHINE
LIFEBUOY
LUX

The "Big Four" advertised Trade-Winners.

Lever Brothers, Limited, announce that their great window-dressing contest will be held open for an extra week. Photograph of your display may be sent in up to July 25th, instead of by July 18th, as formerly announced. This is by request of many friends in the trade, and will make it more convenient all round.

If you haven't entered this great contest, you are missing a big money-making opportunity. Write in at once for advertising matter and full particulars, which we have ready to mail you by return.

$495 in cash

48 Grand Prizes for Grocers and their assistants in Ontario, Quebec and the Maritime Provinces.

LEVER BROTHERS, LIMITED

Sunlight Soap Works, Toronto, Canada

Air-tight Seals for Glass

The only fault you can find with glass containers is the difficulty in obtaining a satisfactory seal. **We have it.** And will be glad to prove it to you in your own factory under your own local conditions.

Used and indorsed by most of the leading food packers of the United States and Canada. Anchor caps are the final word in air-tight closures for all varieties of bottles, jars and tumblers.

Made in Canada for the Canadian trade.

Write us for catalogue and price list.

Anchor Cap & Closure Corporation of Canada, Ltd.

Sudbury St. West, Foot Dovercourt Road
TORONTO, ONT.

Diamond Cleanser

Has no equal as a cleaner.
Perfectly odorless.
Harmless to hands.

COSTS $3.00 PER CASE
for four doz. cans to case

SELLS at 3 for 25c
or 10c a can

giving the grocer a good profit. Five case lots cost $2.85 a case.
Handled by all jobbers.

Manufactured by
Stephens, Welch & Co.
7 Ossington Av., Toronto

Not an Enterprise for the "Quitter"

¶ "If there is one enterprise on earth," says John Wanamaker, "that a 'quitter' should leave severely alone, it is advertising. To make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom.

¶ "He must know before he begins it that he must spend money—lots of it.

¶ "Somebody must tell him that he cannot hope to reap results commensurate with his expenditure early in the game.

¶ "Advertising does not jerk; it pulls. It begins very gently at first, but the pull is steady. It increases day by day and year by year, until it exerts an irresistible power."

ARCTIC

How is your refrigerator standing the 80°-100° days ?

When "Old Sol" begins to smile too brightly then it is that you can judge the real merits of your refrigerator. If your provisions do not come out perfectly fresh, or your ice bill seems exorbitant, enquire about the dry cold circulating air refrigerator — the Arctic —(just as cold as its name).

Write for catalog.

John Hillock & Co., Limited
TORONTO

Agents:—Western Ontario: I. H. Galloway & Co., Hamilton. Saskatchewan: Western Butchers' Supply Co., Regina, Sask.

WARRANTY

We hereby warrant the contents of this package, as manufactured by us, to be pure and unadulterated in accordance with the warranty provided for in the third Schedule to the Adulteration Act, chap. 133 of the Revised Statutes.

WARNING

Any person or persons found guilty of substituting the contents of this package with inferior or impure goods will be prosecuted according to law.

White Swan Spices & Cereals, Limited
Toronto, Canada

Demand Protection!

from the manufacturer—do not be prosecuted for selling adulterated goods that you may have purchased as "pure."

Every package of White Swan Brand bears the above Dominion Government Warranty. This protects you absolutely, as the Government will proceed against us in case of trouble. We are willing to take the responsibility, for we know our goods are what we claim for them.

This is the reason why you should handle nothing but White Swan Spices, Baking Powder, Cereals, etc. — the goods that bear the "Surity of Purity"—*Write for catalog.*

SPECIALS in CANNED GOODS

We are offering the following
at attractive prices

3,000	Cases	Canned Tomatoes - -	3's
2,000	"	Standard Peas - -	2's
500	"	Pumpkins - - - -	3's
300	"	Lombard Plums - -	2's
300	"	Red Pitted Cherries -	2's, H.S.
200	"	Gallon Pumpkins - - -	
500	"	Red Star Salmon -	1's, Tall
300	"	Oregon Red Salmon - -	
200	"	Bartlett Pears - -	2's, H.S.
300	"	Crawford Peaches,	2's, H.S.

Don't buy before getting our prices

EBY-BLAIN, LIMITED

Wholesale Grocers

TORONTO **CANADA**

Still increasing the Increase!

The history of "SALADA" is not an occasional increase at intervals, but a steady, sure increase, week after week, year after year, that proves its merit and must eventually result in the entire absorption of the recognized tea trade of the Dominion.

The average increase per week, during the first six months of 1914, over the corresponding weeks of 1913, has been 23,351 pounds. And we have every confidence that the year's average will be even more wonderful.

In these competitive days, our existence and yours, depends on serving the public with the quality they expect. We are filling our part—figures prove that—can you say the same? Do you keep a free-moving stock of "SALADA," or are you losing business by trying to sell ordinary tea?

"SALADA"

"The Sale is Guaranteed."

LONDON, ENG. 41 Eastcheap | BUFFALO 78 W. Genesee St. | NEW YORK 100 Hudson St. | TORONTO 32 Yonge St. | MONTREAL St. Paul St. | BOSTON 34-35 S. Market St. | CHICAGO 361 N. River St. | DETROIT Shelby Block

Branches also in Pittsburg and Philadelphia.

Larger Orders

for Macaroni come to the dealer who sells the high quality

BERTRAND'S MACARONI

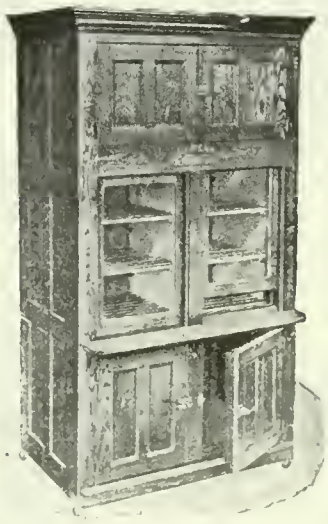
For profit and steady demand it holds the pride of place. Customers appreciate its wholesomeness, deliciousness and economy. Since 1825 it has given the better satisfaction. Three immense factories in France are kept busy supplying the demand. Let us send you our quotations.

Henri Jonas & Co.

MONTREAL

Sole Agents Canada and U.S.A.

Remember



There is **none** "just as good." For over 28 years we have been building up a reputation for our product, as a result of which **there are a greater number of Eureka Refrigerators being used throughout the Dominion.** There's a good reason for this popularity.

The

owner of a **Eureka** knows by experience that its capabilities at a minimum of cost has given it a lead far ahead of any rival in the refrigerator field. Let us tell you **why** the Eureka is so popular. A postal will bring you points about the Acme of Refrigerators that may surprise you. Write **now** to the

Eureka

Refrigerator Company, Limited
31 Brock Avenue Toronto

The brand new, and delicious appetizer

Colman's *SAVORA*

One of, if not the most delicate and delicious condiment for meat, fish, etc. This entirely new preparation introduces the brand new taste—the taste that once tried always pulls. It is a sales-maker from the word "go."

Let us send you small trial order—be the first to introduce "Savora" in your town.

Magor, Son & Co., Limited

AGENTS FOR DOMINION OF CANADA

403 St. Paul St., Montreal

Toronto Office: 30 Church Street

Sing-a-song-a-Sixpence, a Pocket full of Rye,
Four and Twenty Black Birds Baked in a Pie.
When the Pie was opened the King began to sing
"That's the way I want my chef to sweeten everything."

Crown Brand Corn Syrup

So many kinds of delicacies can be made with Crown Brand Corn Syrup—Delicious Candies that are simple to make! Good to eat, too, because Crown Brand Syrup is absolutely pure. Think of the fun of making them, and how little the cost. ¶ Kiddies love Crown Brand Syrup on bread. It is an excellent sweetener and lends a delicious flavor to cakes, puddings and pastry

¶ Our Free Recipe Book tells how to use it in a host of dainty dishes. Send for it. Address Montreal Office.

The Canada Starch Co. Limited

Manufacturers of The Edwardsburg Brands

MONTREAL CARDINAL TORONTO BRANTFORD VANCOUVER

MINCE PIES

1 Pound of Lean Boiled Beef
1 Cup of Crown Brand Syrup.
1 Pound of Tart Apples.
One Half-pound Chopped Suet.
One Half-pound cleaned Currants.
1 Pound of Seeded Raisins.
One-quarter Pound of Citron, cut up fine
One-half Pound of Brown Sugar
One-half Pint of Cider.
1 Teaspoon each of Salt, Pepper, Mace, Allspice, Cloves and Nutmeg
1 Tablespoon Cinnamon.
1 Cup of Brandy and one of Wine.

Mix all thoroughly, and warm on stove until heated through. Remove from fire, and when nearly cool, add brandy and wine. Put in a crock, cover it tightly. Keep perfectly cool, but do not let it freeze. Will keep good all winter

"Sing-a-Song of Sixpence," a pocket full of Profits

That's the happy frame of mind of the merchant who carries the long famous and ever popular

Crown Brand Corn Syrup

The best table syrup—well advertised in great big space twice as wide and twice as high as this small reproduction. No wonder it is a great profit-bringer. **Write us for prices.**

Canada Starch Co., Ltd.

Montreal Cardinal Brantford

CANADIAN GROCER

VOL. XXVIII JULY 10, 1914 No. 28

Getting Out of Fruits With a Net Profit

Many Dealers Find it Difficult on Bananas and Berries, but Handle Them to Accommodate Customers and Draw Trade—Methods of Others to Insure Safety—Buying, an Important Part in Profits.

A Symposium of Ideas From Canadian Grocers.

SO important has the problem of making a profit commensurate with the investment, care and work in handling fruits become, that a number of dealers feel that more attention and more system should be exercised in watching this department of the business. There are a great many merchants who have been making a fair net profit on fruits; there are those who think they are making a profit, and there are many who have the feeling that some fruits are unprofitable and yet necessary goods to handle.

That fruit can be handled at a profit has been proven by a large number. Canadian Grocer took up this question with a number of dealers in different parts of the country to ascertain just what the difficulties are, and whether fruits could be handled with fair success. Among the replies which are published below will be found cases where profits have been good and bad. All of these will be worth while the serious consideration of and careful perusal by the trade, who are desirous of making the most out of this important department.

Culls Decayed Fruit.

J. R. BROWN, WOODSTOCK, N.B.—My system is to exercise the utmost care on receipt of a shipment of fresh fruits to see that their condition is satisfactory. If any are found to be in bad condition, I pick them over and charge the loss up to the shipper. In my opinion the losses are greater on bananas and berries than on oranges, lemons, pineapples, peaches, etc. I have never thought I made a profit on bananas, but I do on the majority of the other lines. On berries I figure on 2c a box.

The banana is a very delicate fruit, and unless shipped green is liable to bruise and decay. All goods are counted on arrival, the freight added, and a fair profit placed on them. We usually set our price on oranges, lemons and grape fruit after counting them. The groeers here have often discussed the banana problem, and many of us are of the opinion that we do not make a sufficient profit.

* * *

THOS. LANGLAIS, RIVIERE DU LOUP STA., QUE. — In purchasing bananas as well as several other lines of fruit I try to get them in a partially green condition. I figure that I make a profit on bananas, oranges, lemons and peaches. I do not handle berries and only a few pineapples. As soon as I receive a shipment of fruit I endeavor to dispose of it as early as possible by pushing the sale hard.

SUCCESSFUL METHODS WANTED.

Do you make a profit on bananas? If you do, there are many in the trade who would like to hear of your methods. In this artiele several dealers tell of their experiences with bananas and other fruits, and it will be observed that in a number of instances, it is difficult to sell them at a profit. If you are doing so, your methods will be of great assistance. If, too, you can give any suggestions that will help plaee the fruit trade on a better basis, they will be appreciated.

* * *

T. B. RIDER & SON, FITCH BAY, QUE.—I pay only for sound fruit. I examine all on arrival, and where the shipper is at fault, I do not pay for the fruit. On oranges, lemons and pineapples I make a net profit, but I cannot say the same of bananas, berries, or peaches. Bananas seldom arrive in perfect condition, and there is usually a loss on fruit at the top of the stem.

* * *

Bananas Sell Rapidly.

PORTERS, WHITE, PETERBOROUGH, ONT.—We cut the bananas off the bunch and place them inside up on the counter. We count them closely to see at what price we require to sell them to make a profit. On almost every bunch it is necessary to figure on getting only an average of from 10 to 15 cents for the two top hands. We find by putting the bananas on the counter in this way that we sell three or four bunches to one formerly.

We find the best margin in oranges of any of the green fruits. We endeavor always to have a good display of them. With lemons we are careful not to expose too many to the atmosphere at once, as sometimes they dry out. During the winter, when lemons were not so high, we maintained our price at 30c, knowing that in the summer it is hard to get more than that price when the market is high. Our price is, therefore, usually maintained throughout the year, always, of course, purchasing the best possible fruit.

Between June 17th and the 29th we sold over 1,000 boxes of berries, but it is difficult to make more than 2c a box gross profit on this fruit. Peaches we find are fairly easy to handle, because a good showing can be made of them; with pineapples we do not have the same success.

It seems to us that to make a success of fruit one must have a good showing

all the time. When fruit is properly arranged and looked after, sales can be readily created. The best results are obtained from display when the window is built so that a good circulation of air is made permanent.

In regard to keeping lettuce and perishable vegetables overnight, a good plan is to sprinkle them very lightly with water, cover them with a wet paper and place in a cool spot. We think that the trade should not be afraid of asking a good margin on fruits when they are freshly opened. Later on after they have been picked over, many of them have to be sold at a loss.

* * *

Fresh Stock Daily Helps.

E. McLAREN, COLLINGWOOD, ONT.—To create new business in fruits we usually give one window display over to them, and whenever a customer comes into the store we mention what we have for sale. In Collingwood we can secure stock every day, so that we do not have to carry any more than we can safely get rid of during any one day. We calculate to make a net profit on all the fruits we carry. Overstock it seems to me is the chief reason why there is so much loss.

* * *

FLEMING BROS., BLOOR STREET W., TORONTO.—"Always keep the oldest stock cleaned up" is our advice in handling fruits. We buy only the best we can find, and we make a net profit on them all.

* * *

T. H. KNIGHT, BOWMANVILLE, ONT.—While it is difficult sometimes to make much money out of fruit, it is an interesting line to handle, and if the stock is kept looking well all the time, it brings business to the store. We use our windows to good advantage, and make them do the advertising and selling for us.

* * *

J. A. STEWART, EXETER, ONT.—We buy often and in such lots as we are sure to sell before they have any chance to decay. We do not handle bananas, but we make a profit on oranges, lemons, berries, pineapples and peaches. By clean counter displays and judicious introduction of fruits to our customers, and because we purchase only choice stock, we dispose of quite a large quantity.

* * *

BARNSDALE TRADING CO., STRATFORD, ONT.—We maintain that as soon as the fruit men can get into a plan to ship only at prices according to quality and the same price to all dealers, the better it will be for the trade. It is often noticed that berries, for instance, are sold for less than they can be purchased from the grower. Who is the loser in such a case? On bananas, oranges, lemons and pineapples we make a fair profit. The reason very often why a net profit is not made on some fruits is because so much is sent onto the market to be sold on commission, and when fruit is bought as per price lists we are up against the commission men who slaughter goods.

* * *

OSCAR SIGSWORTH, PAPE AVE., TORONTO.—Our selling methods are reminding customers on their trips to the store and over the telephone. In this way we sell quite a quantity. It seems to me that the street pedlars have much to do with cutting down the net profits on many fruits, particularly bananas.

* * *

Get a Profit When You Can.

BEVERLEY McDONALD CO., PICTON, ONT.—"Buy good fruit in small quantities—poor fruit is dear at any price," are my suggestions to the retail trade. Competition, poor buying, and poor fruit are often the means of preventing the making of a profit. We sell fruit by good displays, and we sell for the highest reasonable price, regardless of cost. The retail dealer should not be afraid to get a good profit when he can to make up for the losses which are always met with more or less in any store.

* * *

BROWN BROS., ARKONA, ONT.—We are always very careful not to overbuy in purchasing fruit. We make a net profit on oranges, lemons and pineapples, but it is questionable if we make any on peaches, berries or bananas. When bananas are retailed at 20c a dozen, and with a few spoiled ones it is difficult to get your cost out of them. To sell fruit we use effective displays on the counter.

* * *

EDGAR BAILEY, VANCOUVER, B.C.—We make an average gross profit of about 20 per cent. on the cost price, which means a profit of 16 2/3 per cent. on the selling price.

GROCERS ELECT DOMINION OFFICERS.

Montreal, July 7.—(Special.)—At the Dominion conference of the Grocery Section of the Retail Merchants' Association being held here, the following officers were elected:

President—W. J. Mellen, Brantford.

First Vice-President — A. Laniel, Montreal.

Second Vice-President—F. C. Higgins, Toronto.

Secretary—E. M. Trowern, Toronto.

Treasurer—J. A. Beaudry, Montreal.

Auditor—D. W. Clark, Toronto.

THE CIGAR CORNER

With this issue is begun a series of short, crisp articles on the manufacture of cigars and tobaccos, on the attention they receive before leaving the factory and the attention that should be given them when they reach the retail store. The articles will be written from actual observations in a modern factory and in large and small retail stores visited by the writer.

Did you ever have the pleasure of going through a cigar factory and seeing for yourself just how the plant that soothes the feelings of the smoker, is transformed into the sharp-tipped, fragrant cigar? Did you ever realize that carefulness, rapidity, system, and science, perform important parts in the turning out of this product that has commanded such an extensive world-wide recognition?

If not this series of articles will be of assistance to the retail dealer who stocks cigars and who has the desire and aggressiveness to make a good profit on a line for which a good demand ever exists. The next best thing to seeing is reading. These articles will endeavor not only to conduct the reader in an imaginary journey through a modern cigar factory, but to throw out selling hints and present suggestions that will help the dealer make more sales and therefore better profits.

Every cigar is composed of three parts. These are:—

1.—The WRAPPER, or outside cover which gives the cigar color and appearance.

2.—The BINDER, which is an inside covering next to the wrapper.

3.—The FILLER, the interior leaves, which really give the flavor to the cigar and on which the quality so largely depends.

In the factory visited by the writer, each of these three parts came from different countries. The leaf for the Wrapper was imported from Sumatra in the East Indies via Holland; the Binder came from the State of Wisconsin, U.S., and the Filler from Havana, Cuba. The raw leaf arrives in large bales or boxes containing around 140 to 170 lbs.

The next article will deal with the actual manufacture of the cigar — how the leaf for each part is made ready for the workers and how the cigar is rolled into the attractive form we see it on opening a box.

Eric C. Jamieson, a Hamilton, Ont., grocer, and secretary of the Hamilton R.M.A., was in Montreal this week attending the Dominion conference of the Grocery Section of the R.M.A.

R. T. Gray, Madoc, Ont., writes: I consider Canadian Grocer a first-class instructor.

At the Weekly Conference

Summer Desserts Were Accidentally Selected For This Conference. Selling Points on Corn Starch, Jelly Powder, Junket, Etc., Were Discussed Effectively.

Conference No. 7.

IT was one of those afternoons when the thermometer which reads ninety-five in the shade seems an insult to one's feelings. One of those real hot days in the season generally known as the dog days—although it is hard to imagine why any self-respecting canine entitled to his day, which every dog has according to the old saying, should pick such a time of the year.

But, however, it was one of those real summer time days and Frank Hastings was mopping away at his forehead like the wounded hero in a motion picture drama. He was glad that it was closing time in the Lawrence grocery, and his mind was divided between consideration as to what his wife was likely to have for the evening meal in such sweltering weather and some topic for discussion at the weekly conference. And while more with his eyes than his mind he followed the gymnastic exercises of a traveling troupe of flies which had located for the time being on the outside of the screen doors and were engaged in the fruitless task of trying to find some crack through which they could enter—he even smiled, almost unconsciously, for he knew that the manner in which he had fitted that door meant that the fly circus would have to perform on the outside.

Don't think that these day-dreams were a habit with Frank, but he was only human and just at the moment there was hardly a person on the street, for nearly everybody was either home or homeward bound and the business places were just closing up; the boys were carrying in some stuff which had been unloaded at the rear and the last customer had passed through those tight-fitting screen doors after what had been a good day's business for the season of the year.

The Idea Picked Up.

Then the phone rang.

Frank answered quickly. It was his wife. From his end of the conversation one could gather that she had been wrestling with the housekeeper's problem of what to put on the table when the heat is such that the stomach seems to rebel at heavy hot food.

Frank.—"Oh anything.... That's right—don't put on a hot fire and roast yourself to death.... Ham?.... Just what I would have suggested.... Blanemange with strawberries?.... Fine .... Good-by."

There were a number of other dishes for that summer evening meal which were waiting Frank, but it seemed to be the last item which attracted him the most, for it was the basis of an idea for the weekly conference which he immediately made up his mind to bring up.

Naturally he considered Mrs. Hastings to be the best little wife in the world, and a little different from any other man's better-half, but he did not think this difference had anything to do with preparing meals in the sweltering summer weather—if his wife did not like working over a hot stove with the temperature at ninety or so, then he came to the conclusion that other wives would not like it either. Also, if he had a taste for cooling desserts surely other husbands might be the same. Having ordinary intelligence he saw an avenue for increasing summer sales and going back to the office he picked up a small recipe book which had come some time before and began to get ideas to keep up his end of the talk.

Henry Lawrence was not so young as he used to be—not quite anyway—and the strings of his apron were now somewhat longer than they were when he started into business—not much, but some. When the staff gathered around he was just a trifle wilted after a perspiring afternoon and his collar seemed inclined to slightly conform to the shape of his chin. The others no doubt felt very much the same way although they did not show it to the same extent, with the possible exception of the drivers on whose perspiring brows there were some slight evidences of the dust through which they had been driving.

Summer Desserts It Was.

When Frank made his suggestion that they have a little chat on summer dishes which the grocer can press for the dessert number on the program, the thought was picked on right away, and the meeting was thrown open for ideas.

One of the junior clerks got the credit for the first suggestion when he introduced jelly powder, which is naturally one of the leading of the summer desserts. At his home, he said, they used a great deal of it and there was a great many ways in which different fruit combinations could be made. His mother found it very simple to use.

"When you have a small family——" commenced one of the clerks, but he had to stop long enough to let the laugh go round, for though married, it was but

(Continued on page 39.)

SUMMER DESSERT SUGGESTIONS.

ICE CREAM.—Use corn starch.

CORN STARCH PUDDING.—Can be made baked, or boiled and in a number of varieties with cocoanut, chocolate, etc.

JELLY POWDER.—Served clear or with fruit or cake.

BLANC-MANGE.—Served with raspberries, strawberries, or cherries fresh, or with any preserved fruit.

HOT WEATHER POINTERS.

PREVENT SALT FROM LUMPING.—A teaspoon of corn starch to six of salt.

PREVENT ICING RUNNING.—Dust lightly with corn starch.

INFANTS' FOOD—Boil corn starch with milk and sweeten.

A handsome summer-goods grocery window made last week by Bruce McDougall, of Ingersoll, Ont.

A Clever Sales-Producing Summer Trim

Sample of What Can be Done to Interest the Passerby During the Warm Weather—Lines That Are Easily Sold Now.

THAT there is splendid scope for good Summer Goods window displays of groceries is amply evidenced by the one shown above. This was a trim made last week by Bruce McDougall, with F. McDougall, Ingersoll, Ont.

The window contains, among other goods, jelly powder, grape juice, fancy biscuits, unfermente wines, olives, canned peas, sardines, herrings and other tinned fish, pickles, canned soup and fresh fruit. Note the artistic way the sardines and herring are displayed at the front of the window. How much better this looks than if they were piled two and three high as in some windows! Note the pyramids of bottles of olives at either side of the biscuits, the circular display of jelly powder, the elevated shelf with grape juice and wines, and the handsome basket of fruit above all. Last week being week of July 1, a flag is neatly draped above center of the trim.

Mr. McDougall's window is entirely inclosed. It has a "plate" rail at the top which is used to good advantage. Here is a splendid suggestion for a summer goods trim. There should be many of them during the "dog days," and if so, the business shouldn't suffer any. Does any one say that this trim would not sell goods?

Equipment Makes the Modern Provision Store

The Contrast of the Up-to-Date Meat Store and the Old-Time Butcher Shop—Everything in the Way of Modern Appliances and Fixtures Should be Installed That the Business Will Stand — Scales and Refrigerators are Very Important.

Twelfth Article of Provision Series.

ONE feature of the provision department, whether it is operated on a big scale or as an adjunct to meet the requirements of the customers of the corner grocery, that requires very careful consideration on the part of the grocer and provision dealer is the equipment. In this connection there is comparatively little advice of a definite nature that can be given for the reason that each merchant will have to decide upon the equipment of his store or department in relation to the business he has or may be making an effort to get. Generally, however, one point can be made, and made strongly, which covers the whole situation, and that is to get everything in the way of up-to-date equipment that the business can stand—and it will soon be found if this policy is carried out, that the increase in the volume of trade will justify some very progressive steps. Modern business demands modern methods and modern equipment—it is the modern store that usually gets the modern customer.

The old idea of the butcher shop was merely a place where meat was sold. There would be some rough blocks, an ice box, which was often far from the ideal as to construction, some meat hooks, a scale and a till. With its saw-dust-covered floor and strong meaty odors, the old-time meat shop was far from an inviting place to buy food supplies—and the provision store was often not much better. But the old idea has changed. There is no reason why meats and provisions cannot be sold in a store that is just as clean as a pastry shop, and the public opinion is demanding service of this kind.

Fine Western Store Equipment.

To illustrate the idea of modern equipment and what can be done to fit up a provision department that will draw trade, we show in the accompanying photo the interior of the establishment of the Fort Garry Market Co., Limited, Winnipeg, one of the finest in Canada. Of course, this represents to the ordinary dealer an ideal which would be beyond the possibilities of their business, but it is a good thing to have ideals in view, and to go as far towards them as trade and prospects will warrant—and it does not do to be too conservative.

Some of the outstanding features of this store are the special refrigerator show cases of marble and glass, the number of automatic scales in use, the carriers which are above the clerks to take the meats cut to the wrapping and delivery department, and the large refrigerators with the plate-glass fronts which show the fresh quarters of beef to splendid advantage. But above anything else is the whole effect. Merely to go into such a store is to create an appetite—and the window display is one that will draw trade off the street. Other features to which attention might be called are the telephone desk, which at once represents service, while to the right may be noticed a setttee, where customers can rest. Just for a moment let your mind go back to the old-time butcher shop. What a contrast!

Artificial Ice System.

In this Winnipeg establishment there is an artificial system of refrigeration; the pipes may be seen in the marble show case. For a modern store of this kind the ice machine is a great improvement, but it is only in such places that these systems have been installed up to the present time, and there is some question whether for the smaller man the saving in ice at the price it can usually be secured in most parts of Canada is sufficient to make the investment a desirable one. There are a number of different systems by which artificial ice

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Interior view of the highly attractive provision department of the Fort Garry Market Co., Winnipeg.

CANADIAN GROCER

Established 1886.

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President

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1914 CANNED GOODS PROSPECTS.

THE STRAWBERRY PACK in Canada is now over. In the Niagara Peninsula the crop has been fairly good, the rains of the past couple of weeks prolonging the yield. In the Oakville district there was not an average crop, but nevertheless there were many berries shipped from there.

At what prices will strawberries open? That is a question many in the trade are asking. Last year the opening price for canned strawberries 2's, in heavy syrup, was $1.92½ per dozen. The year before it was $2.15. It is not likely that this year the price will be reduced, and if a No. 2 tin of strawberries is to sell at 20 cents it will not be exceeded to any extent. Strawberries this year were more moist than usual, and a quart in a tin with heavy syrup will not generally open out as much solid fruit as the same quantity last year.

Prices on peas are also being awaited. Canners state that generally speaking the outlook is bright for a good crop in Ontario. The pack is progressing steadily and it is likely the issuing of prices on strawberries and other earlier fruits will be held back until the pea pack is more accurately known. Standards opened last year at 82½c, whereas in 1912 the opening price was $1.25.

All indications point to a record crop of tomatoes this year unless future weather conditions are very contrary. In one or two cases reports show that frost did damage but this is not general. In many peach orchards, growers have planted tomatoes between the rows, which they would not have done had the peach outlook been bright.

Red currants and gooseberries are a good crop generally and raspberries promise well. One grower told Canadian Grocer last week that the weather was ideal for raspberries and most other fruits up to that time. A rainy day, followed by a comparatively cool one, and then warm weather, was good for raspberries, he said. Black currants are scarcer than usual.

Prices on new peas, beets, carrots, spinach and asparagus tips and on cherries, strawberries, currants, gooseberries, pineapples and rhubarb may be expected soon.

FLOUR AND CEREAL REGULATIONS.

DURING THE LAST session of the Dominion Parliament several amendments of interest to the trade were made to the Inspection and Sale Act. One of these dealt with flour and other cereals. Among other regulations net weights in Dominion Standard Pounds for the barrel and half-barrel were made. A barrel of flour or meal shall henceforth consist of 196 lb. net; of rolled oats 180 lb. net; and of rolled wheat 100 lb. net. The half-barrel shall be half of the above in each case.

In future, too, every barrel or half-barrel of flour, meal, etc., must be branded on one end with the name of the packer (or firm) or the person for whom he packs the contents, and place of business of the packer or person. It must also have the brand and weight, and the tare of the barrel. Every bag of such goods shall also be plainly marked with similar information.

There are exceptions to this. If the goods are placed in the barrel or bag in the presence of the purchaser, or if they are exported out of Canada and the purchaser doesn't wish to have the marks appear, the act does not apply.

UNIVERSITY TO STUDY GROCERIES.

A THOROUGHGOING, country-wide study of the retail grocery trade, in co-operation with the grocers themselves, has been undertaken by the Bureau of Business Research of Harvard University in the United States. A preliminary study, as a result of which this decision was reached, has already been made in Massachusetts and Rhode Island. This investigation will follow the same general lines as the University's successful study of the retail shoe trade which has been in progress since the fall of 1911, and for which detailed information has already been obtained from over 650 retail shoe stores in 26 states and Canada. The object is to collect real facts about business, the actual costs of retailing, and the policies adopted by retailers in handling their problems.

For establishing standards a uniform system of accounts is essential. Hence such a system, similar to the Harvard system of accounts for shoe retailers is being prepared for the grocery trade. In its preparation the advice of successful grocers will be followed. The cumulative experience of the Bureau of Business Research in its exhaustive study of the shoe trade and in its preliminary investigations of several other commodities will be utilized. The system will be practical and sufficiently

simple for any retailer to use. It will be adapted for stores of all sizes.

Stock-keeping methods and means for increasing the rate of turn-over will be studied. And there will be a comprehensive inquiry into the other special problems of the grocery trade.

Agents will be sent out to gather information directly from the retail groeers. When suffieient progress has been made, a summary of the results will be published. Thus the experience of many grocers of varying degrees of ability will be summarized on a comparable basis and standards set up for the practical assistance of eaeh individual grocer.

The greatest service of the University will be in the eollecting, tabulating and publishing of figures and other information in such form that intelligent comparisons can be made by individual retailers. For doing this work the University has a partieularly strategic position as a non-competing and trusted third-party. The system of accounts and the published results of the research will be furnished absolutely free to all grocers who co-operate by giving the bureau their own figures.

CHEAPER BUTTER—NONE GOING WEST.

EARLIER IN THE season Canadian Grocer made the prediction for eheaper butter this summer, basing this forecast on the situation in the United States and throughout Europe where the prices were generally down; this was particularly true across the border where large losses were sustained by importers. To-day we find that the basis is two cents under a year ago and the market is weak. For a time it looked as if the demand of the paekers was going to take the surplus in quick order, but now that June is passed, there is not the same demand and there is not sufficient spread in prices to warrant export to either England or the States.

Another important factor has been the falling off of the Western demand and nothing could more emphatieally prove the change in agricultural conditions in that eountry. A year ago an importer from the East, the West to-day is not only supplying itself, but is doing so at lower priees than are prevailing in the East.

What the West is doing is noticed by a recent report of the Department of Agriculture of the Province of Saskatchewan which shows that for the winter of 1912-13 in the co-operative creameries, production was about 112,-000 pounds as compared with 235,000 pounds during the past winter—an increase of 109 per cent.

EDITORIAL NOTES.

A SERIES OF short articles on eigars and tobaccos begins in this issue.

* * *

A WELL-DRESSED window is a powerful magnet for custom during the dog-days.

* * *

RETAILERS' STATEMENTS in this issue show that fresh fruits need attention to produce a net profit.

* * *

MANY PEOPLE ARE hanging on to their money because of talk of a trade depression. Give them good reasons for spending it and you'll get some of it.

* * *

THE CHAFLIN system of stores whieh recently failed in New York with millions of liabilities was really a ehain store coneern. This should be a warning to the man whose business gets so large that he cannot keep a personal watch over it.

Prices of a Price-cutter

IT IS GENERALLY conceded that price-cutting in groceries is gradually on the decline. That it will disappear entirely is, of course, beyond the hopes of the most ardent of price-maintainers; but there is undoubtedly much room for further improvement. Some dealers are to-day selling goods—big selling staples at that—for prices that scarcely cover the invoices, without taking into consideration 15 or 16% neeessary to cover cost of doing business before a net profit begins to show itself.

Canadian Groeer has been handed a dodger which an Ontario dealer sent out recently and which eontains some very interesting information along price-eutting lines. Here are some of the quotations found in it: —

CANNED PEAS—Two tins for 15c.

GOLDEN WAX BEANS—3 tins for 25e.

NO. 1 STANDARD GRANULATED SUGAR—20-lb. cotton bags for 95c.

22 LB. BEST GRANULATED SUGAR (Pure Cane) for $1.

BEST SOCKEYE SALMON, 1-lb. Tall Tins, for 22c.

6 BARS LAUNDRY SOAP for 25e.

These and other "bargains" were offered for 3 days only—Thursday, Friday and Saturday—the dodger being headed "Week-End Groeery Bargains."

It is difficult to believe that a grocer who frequently does this sort of cut-throat trade can long remain in business. At the present time there are no faster selling goods on the market than canned goods, sugar and soap, and yet at a time when these goods can be easily sold by applying salesmanship and service methods, we have the spectacle of a merehant cutting the heart out of prices and preventing not only himself but his eompetitors from making any money on these goods.

If this man has bought too heavily in any of these lines, there might be some exeuse for these cut prices. Even at that it demonstrates he is a poor buyer—he cannot guage his eapacity as a salesman or the capacity of his customers.

The present wholesale market price on those peas is 85 cents a dozen, whereas he only gets 90 eents, leaving a 5-eent margin on 90 eents, or about 5½% gross margin. On the beans the gross margin is better at 13½%, but insufficient to eover his cost of doing business. Twenty pounds of sugar at 95 cents with sugar at $4.51 a hundred only allows of a gross margin of about 5 1-3%. Of the six items taken from the dodger the salmon shows up the best in the matter of gross profit with 15%, probably just about sufficient to cover its share of overhead expenses. But if the soap were purchased at $4.05—the lowest market price of the brands mentioned—the invoice cost would be barely eovered.

Just how any merehant figures out that he gains by cutting priees even on a few articles is difficult to fathom. The average consumer, if she does purchase from him, usually eonfines herself to the goods eut, and bargain-hunting customers usually are all the time waiting for cut prices before they make their weekly purchases. Theoretically, price-cutting sells only the goods cut and curtails regular buying. That this theory is pretty nearly correct can be judged from the few successes made in the mercantile field to-day by the price-cutter.

Les Epiciers de Saint Boniface, Manitoba

A French City and Customs in Western Canada—Something About the Grocers There—The Immaculate Store of J. N. Senez and How He Began Business for Himself.

An interior view of the store of Senez & Son, in the French-Canadian City of St. Boniface, Man.

Although St. Boniface is one of the largest cities of Manitoba, coming next to Winnipeg and Brandon for size, commercially it is not large, due, no doubt, to its close proximity to Winnipeg. Its population is given as 10,000, yet its grocery business is almost negligible. The fact that it is near the Manitoba metropolis is no reason why its commercial district should be so small. Much smaller suburbs of Winnipeg can boast of modern and splendidly equipped stores. It follows that much business must cross the river to Winnipeg. Nevertheless St. Boniface has some good merchants.

There are several splendid industries here, industries that should attract a big trade. Of special interest to the grocery business are the two macaroni factories located there—those of H. Constant and Marius et Cie. Recently, a new shopping district has opened up in what is really a suburb of St. Boniface, bearing the name of Norwood, in which the stores are quite attractive. But the real shopping district of St. Boniface is located at the corner of Tache and Provencher avenues, at the point where the bridge spanning the Red River reaches the St. Boniface side.

At this corner L. J. Collin is equipping a rather pretentious grocery store, with separate departments for flour and feed, and crockery. Collin and Pelletier are the two oldest grocers in the city, and have enjoyed a good share of the business for thirty years. With Mr. Collin, J. N. Senez was employed as clerk for many years. He was a plasterer by trade, but did considerable clerking fifteen years ago, later returning to the building. A year ago he went back to Mr. Collin, and eventually started a store of his own, at 82 Provencher St.

Bankers Change to Grocers.

Apropos of Mr. Senez' connection with the building trade, it is interesting to know that Mr. Maher, of Lamontagne & Maher, who does a good trade on Provencher street, was, until a short while ago, a clerk in the Bank of Hochelaga, Winnipeg, and even now leaves his business practically in the hands of two clerks. Mr. Marius, the macaroni manufacturer, has been an accountant for eighteen years, and only commenced his new business a month ago. Before becoming an accountant, however, he operated a macaroni plant on Main street, Winnipeg, but the demand for his product eighteen years ago, was so small, it became necessary for him to try another means of securing a livelihood.

When Mr. Senez decided to go into business, he secured a store that had formerly been used by a tailor and gents' furnisher. The fixtures were like the store, of an old-fashioned nature, but he took them as they were, even retaining the counters. The only change made was in the rear, where he built a partition to provide room for reserve stock.

The population of St. Boniface is practically all French-Canadian, and to a stranger it is somewhat of a novelty to find business being conducted so far out West entirely in French. A woman enters the store, says a few nice things to Monsieur Senez and in the same language asks for a packet of "Brown's green peas," or a jar of "Jones' ideal jam." Except for these English brand names continually "butting in," one could believe he was in Provencher, France, instead of in the "wild and woolly" West, for the surroundings have a pronounced old world flavor.

There are many features to these old world establishments that are admirable, and while Monsieur Senez has not the beautiful bin fixtures of his fellow grocers across the river, in other ways he is well up to the front.

There is one interesting feature to business in St. Boniface. Quite a number of old country French and Belgians reside there. They are a class of people who have had an inborn antipathy to canned goods. French-Canadians eat as much canned stuff as the English-Canadian, but the Frenchman will pay almost any price to secure fresh fruit and vegetables. They are not so particular about jam. The antipathy to canned goods is of course passing.

Much Local Produce.

M. Senez handles quite a lot of local produce. The farmers bring in their supplies, and considerable trading is done right at the doors of the western metropolis. He also handles French cooked meats made locally, such as pate de foie gras.

The floor is old and rough, like the fixtures, but is spotlessly clean. That is the outstanding feature of this store, it is immaculate. There are several modern touches which detract from its old world appearance—the computing scale, the cheese cutter, and the cash register.

Guild President Reviews Trade Conditions

Grocery Trade, Says Zeph. Hebert, is One of Most Stable, and Depression Hasn't Affected it as Much as Others—Financial Conditions Improving, But Care is Still Required.

Special Staff Correspondence.

MONTREAL, Que., July 8.—On Monday and Tuesday the sessions of the annual convention of the Dominion Wholesale Grocers' Guild were held with President Zeph. Hebert, of Hudon, Hebert & Cie., Limitee, in charge of the proceedings. Several outside wholesalers were also in attendance; but since the last convention three prominent members have passed to the Great Beyond and their passing was referred to in a graceful tribute to their memories by F. T. Smye, of Hamilton. The three members who died during the year were J. F. Eby, of Toronto, Jas Gilmore, of Brockville, Jno. Marrin, of Winnipeg. Mr. Beckett moved a resolution of condolence and made fitting comments on their careers and sterling worth to the Guild.

Improved Financial Conditions.

In his opening address, President Hebert said:

"In July last, in Quebec, you did me the honor of electing me President of the Dominion Wholesale Grocers' Guild.

"At first I demurred, as I felt that maybe I would be equal to the task.

"However, on second thought, it occurred to me that where there is a will there is a way, and confiding in whatever energies I may have in force, I willingly accepted, relying upon the support that would be forthcoming from all members at opportune times.

"A retrospective glance over general conditions of business during the last year discloses the fact that the financial situation has considerably improved.

"In my humble opinion, the direct and local causes of the depression that we have been suffering from are: First, overconfidence in the possibilities of our country which have led us to develop somewhat too rapidly; Second, over-indulging in real estate speculation has been too prevalent.

"However, experience makes everyone wise, and, since some time, owing to great caution having been exercised, things are gradually coming back into shape.

"Our resources of wealth are unbounded, but, on the other hand, our expansion has been so quick that it is well that we should pause for a certain length of time, and await propitious circumstances to forge ahead aagin.

"Of course, it goes without saying, that, fundamentally, business conditions are sound, but they should be put upon a still firmer basis before any further development takes place.

The Hardy Grocery Trade.

"Of all the different branches of commercial activities, I will say that the grocery trade has been the one which has stood the weather the best, as it has been less affected than all others.

"One may say that it is due to its particular nature, which I readily admit, nevertheless there is no doubt that facts bear out fully my assertion.

"I will further state that, at all times, our line of business has been the most stable, and therefore, the one that can be relied upon, whatever may come.

"We, undoubtedly, feel hard times also, but not to the same extent as others who are dependent upon varying factors. Yet, we should not infringe any upon those rules which judiciousness dictates, and which must ever be the guidance of the watchful.

Cartage Question Solved.

"That vexed question of railway cartage was after all settled in a satisfactory way to all concerned. Our railways could not well afford to do away with the service that, of their own volition, they had organized 30 years ago, without creating great perturbation and inconvenience to shippers.

"Our remonstrating to them also that any change would require proportionate facilities at their terminals, which they could not give at the time, had quite a resultant effect. Of course, it was only reasonable that the rate had to be commensurate with the actual increased cost of all commodities. The matter seems to be adjusted for some time to come, as everything works smoothly and beneficially to both parties.

ZEPH. HEBERT, Montreal,
Who as President of the Dominion Guild for 1913-14, conducted the affairs at annual convention.

"Our Association has been instrumental in placing our business on a sounder basis, in that it has eliminated many elements of perturbation and given it any amount of stability. However, the essential point is the success we have achieved as regards our relations with manufacturers.

"There was a time when we were left to our own resources, and whatever we organized or devised lacked proper foundation, as it was not backed up by the one who had the authority of proprietorship. Later on, the manufacturers realized how closely their interests were identified with ours, and, therefore, they felt it was incumbent upon them to take such action as would give us proper support.

"There is much to be done yet in this respect, and that is why we should better our organization, enlarge its scope and influence.

"Courage can accomplish most things, and, therefore, if we all display the necessary energy and aggressiveness, bring into action an unfailing enthusiasm and a united front, we will realize our fondest hope.

"I will point out that our American confreres, althought they have organized since a few years only, have reached such a degree of efficiency that they are enabled to follow up the very smallest details which can redound to their advantage.

"Let us, therefore, take the example our friends across the line have set for us, and we will be following the path that insures success.

Importance of Concerted Action.

"I do not wish to make any disparaging remarks, but I beg leave to say that, perhaps, some of our members do not concern themselves enough about our general welfare, and are content to leave matters in the hands of a few. Concerted action is required, and I make a strong appeal to each of you to fall into line.

"I would suggest that, in the future, the Executive and a few delegates from each province should meet twice or three times a year, so as to discuss and take action upon all such questions that may be brought up. I feel that this would be conducive of good results, and I cherish the hope that the incoming Executive will look upon my suggestion favorably.

"The Dominions Commission is coming over to Canada, in August. There are many questions to be brought up that are of great concern to us. It is to be hoped that everything possible will be done so as to put into the hands of the Commission all data that may help our interests.

"As competition is very keen in these days, I beg to be allowed to say a word of business ethics in this respect. There is no doubt that competition is one of the component parts of business. Nevertheless, there are rules one cannot disregard, as, if he does, he may be then infringing upon those principles of uprightness by which he must ever govern himself.

"Business must be made on broad, loyal and generous lines, and one must feel that the particular methods he uses do not prove unfair to his confreres, and are not derogatory or unworthy of a conscientious business man.

"I wish to revert to that part of my address where I state that our relations with manufacturers are the raison d'etre of our Association. Following upon these lines, we have thought advisable to devote the whole of to-morrow morning's sitting to such matters. I know how pleased you will be when I will say that to-morrow, addresses will be delivered by Mr. E. F. B. Johnston, our eminent legal adviser, Mr. Huntly Drummond, President of the Canada Sugar Refining Co., who stands high in financial and commercial circles, and Mr. H. C. Beckett, who, everyone knows, is the heart and soul of our Association.

"Gentlemen, as President of the Dominion Wholesale Grocers' Guild, I wish to extend to you my most cordial thanks for this large attendance, and my earnest desire is that much good may result therefrom for us all.

"In my capacity, as President of the Montreal Guild, I beg leave, on behalf of all members and myself, to state how pleased we are to have you with us, and how highly flattered we feel that such an important meeting should take place in our city."

The Status of the Broker.

One of the addresses given on Monday was that of A. H. Paffard, of Davidson, Hay, Toronto. It was on the subject: "The Relation of the Broker to the Trade." Mr. Paffard was unavoidably absent, and his address was read by S. A. Sewell, of Perkins, Ince & Co., Toronto, as follows:

"I presume that it hardly requires any reference from me to the important and very valuable place the broker occupies as a factor in the distribution of merchandise. While we are getting accustomed to hearing from those who are deploring 'the higher cost of living,' and who are perhaps overlooking somewhat 'the cost of higher living,' that this and that element in the distributing machinery should be eliminated; nevertheless those whose fingers are on the pulse, and are consequently in a position to form a reliable opinion, must admit that the function of the broker is a most important and necessary one in the economics of food distribution.

"By the term 'broker' we all understand, I think, one who finds a buyer and seller of any commodity and brings them together to their mutual advantage in consideration of a brokerage or commission to be paid to him by either, as the circumstances of the transaction may warrant. Without the services of the broker in many instances holders of merchandise would have no means of disposing of surplus stock without disclosing their technical position to competitors, which naturally one is averse to doing. Nor would those anxious to acquire stock be able to do so as advantageously were it not for the services of the broker. He is the intermediary; the scout of the trade; the adjuster—filling a deficiency here from an unwieldy surplus over there, saving losses thereby on perishable commodities, and, therefore, I think, performing a very valuable part in the process of distribution. Over and above this, do we not all derive from him very valuable information as to the market position of the many commodities carried in the grocery trade, all of which assists us to an intelligent and consequently an economical marketing of goods.

"When your president was rash enough to ask me to contribute a paper, and I selected this subject, I had in mind, however, certain conditions existing in the trade which I thought deserved your consideration. Therefore, for the purposes of this paper permit me to include in the general term 'broker' manufacturers' agents, representatives of foreign and domestic shippers, and those conducting a general agency business. It has become the custom to term all these as 'brokers'—although they are hardly such under a strict definition. However, the designation is apparently considered an attractive one with which to appeal to the retail trade, as it has been appropriated to cover numerous vocations, and I am sorry to add in some cases 'to cover a multitude of sins,' looking at it from the standpoint of the legitimate broker and the wholesaler.

Channels of Trade Defined.

"I think that we are all agreed as to the desirability from every standpoint of having the channels of trade clearly defined; and that any other course does not make for the most efficient and economical distribution of goods, inasmuch as it involves the safety of invested capital and creates unfair preferences, where such are least warranted, to the general detriment of the great body of retail and wholesale distributers. Exception is taken, and quite properly so, to the wholesaler selling direct to consumers; to the manufacturer using the wholesale channel of distribution, and also selling direct to a few preferred retailers—and, by the way, the latter is no more justifiable than were the manufacturer to sell direct to the consumer, and I would suggest that a certain element of the retail trade might well consider this feature.

"It is, of course, granted that any agent is at perfect liberty to decide for himself if the goods that he has to offer for his principals can be marketed to the best advantage direct to the retail trade or through the medium of the wholesale grocer. That choice is the undoubted privilege of either the manufacturer or agent to select. It is, however, equally clear to those who have given this matter any consideration that the broker, agent or manufacturer who solicits business from the wholesale grocer should confine his business to wholesale channels.

"In recent years an evil has crept into the trade which it is in the interests of both retail and wholesale trade to eliminate so far as possible. I refer to the action of certain agents or brokers who solicit and secure business from the wholesale grocer and make sales as well of the same goods, often at the same

(Continued on page 45.)

DOMINION GUILD OFFICERS.

President—H. B. Gordon, Winnipeg; Provincial Vice-Presidents—for Quebec, Armand Chaput, Montreal; for Ontario, F. T. Smye, Hamilton; for Alberta, Lloyd Mewburn, Calgary; for Saskatchewan, C. S. Burton, Regina; for British Columbia, J. D. P. Malkin, Vancouver; for New Brunswick, W. C. Cross, St. John.

The next convention will be held in Winnipeg.

AT THE WEEKLY CONFERENCE.

(Continued from page 31.)

recently. He continued: "The idea is this that jelly powder is a great help to give variety to cake. When the wife bakes a cake it is usually more than we need and so she takes a portion of it and places it in pieces in the bottom of the jelly mold and adding some fresh fruit puts the jelly over it. It's fine," he concluded, and one could almost imagine that his lips smacked—but perhaps that was not correct.

Mr. Lawrence handed out a compliment for this idea, but added with a smile that it might be a little better business to encourage the use of wafers in the jelly mold instead of the cake.

There was some discussion of keeping junkets and some of the other prepared desserts in mind for suggestions to customers, and then Frank came in with the comment that there was one dessert that appealed to him that had not been mentioned, and which he felt there was a chance of being overlooked by the customers as well, because it required cooking. He referred to corn starch.

Usefulness of Corn Starch.

"There is a corn starch dessert waiting for me when I get home," he said, "and I do not know of anything I would rather have this night. But here is the point. Corn starch needs a little cooking—but it is essentially a summer dessert, and there is any number of ways in which it can be made up, especially if fruit is used in connection with it. My wife tells me that no matter how hot the day is she nearly always has to have the fire on for a short time in the mornings, and that in a few minutes she can prepare the starch, put it to cool and have it all ready for dinner, without the least trouble."

Then he brought out the recipe book which one of the starch manufacturers had sent and called attention to some of the dishes which could be readily prepared.

Here is what the book had to say about preparing starch with fruit—and the number of varied dishes would only be limited by the fruit supply:—

> Put the fruit on in a double boiler and stir until quite soft, strain, put back in boiler and add a cup of sugar, and 2 tablespoons of corn starch (previously dissolved in a little water) after it begins to boil, and continue boiling for fifteen minutes. Then pour into mold wet in cold water and set away to cool. If more than a pint of juice is extracted, add more corn starch. Canned fruit can also be used. Serve with cream and sugar.

This was only one. The little book told of such dishes as golden cream, snow cream, chocolate cream, etc.:

"Here is a good one," said Frank, and he pointed out the following:—

> Reserve half a cup of milk from the quart, put remainder on the stove in a double boiler. Mix the salt and corn starch in the half cup of milk. Stir the mixture into the milk when it has reached the boiling point. Stir constantly for 2 or 3 minutes. Cover the boiler and cook for fifteen minutes. Then pour it into a mold previously rinsed out in cold water, corn starch, 4 tablespoonfuls; milk, a quart; salt, ¼ teaspoon.

Running through the book it was also found that corn starch could be used in cocoanut pudding, Rebecca pudding, prune pudding, cream pie, lemon pie, chocolate and vanilla sauces, tomato, oyster, celery and other kinds of soups; several gravies and sauces; velvet, white ribbon, and cream cakes, vanilla wafers, lady fingers, molasses, gingerbread, etc.

"Well," said Lawrence, "I am something like the fellow with the can of dynamite with regard to a package of corn starch; I never knew what powerful stuff it was—but thank heaven I am not seriously affected with the knowledge as he was."

"But that is not all," said Frank, who was still busy with the little book, and he struck a popular note when he mentioned ice cream. Here is what the little book said:—

> Ice Cream.—Two tablespoons corn starch, 1 pint milk, 1 pint cream, 2 eggs, 4 tablespoons powdered sugar. Heat the milk to boiling point, and add corn starch previously dissolved in part of the milk. Then add the eggs well beaten with sugar, and flavor to taste. Boil for ten minutes, stirring briskly. When cold add the cream and freeze.

Then on another page there was a discovery made of some of the little tricks of housekeeping which can be worked out with corn starch, such as preventing salt from lumping, preventing the icing from running off a cake, etc.

Tom Pepper had been an interested but silent member of the group throughout, but he had been thinking.

"I can make a swell window for these summer goods," he remarked finally, "the packages are good looking and they are very easily arranged into tasty designs. And then the companies send out very attractive cards and other advertising material." Tom did not usually have much to say, and from this statement it was at once taken that he would be in line with the window display.

The Plans Perfected.

And so after some more minor suggestions as to ways and means the plot was completed, and it was decided that the Lawrence establishment should endeavor to capture the popularity of the customers of the establishment for summer desserts. It was decided to put in the window, to put up cards in the store, and to use the persuasive suggestion in connection with orders; the latter was considered a very important feature of the effort because at this time of the year the housewife is usually open to suggestions when her ideas seem to be pretty well played out, and the men folks are calling for something different without knowing what they want.

Frank had still another idea before the gathering broke up and that was to try and get hold of some recipe books similar to the one he had. He said he understood that the manufacturers would send some on if they were assured that good use would be made of them, or it might be a good idea to get some cards printed with some of the more important recipes and suggestions which could be handed over the counter.

Mr. Lawrence promised to write at once to the manufacturers for some recipe books and asked Tom Pepper to think up something suitable for a small sheet to be handed over the counter also.

NEWS OF FOREIGN CROPS.

Advices from Denia, Spain, respecting the raisin crop are to the effect that the vines are in a highly satisfactory condition, and the prospects are that the yield should cover the 20,000 tons of last year.

Reports from the Mediterranean are to the effect that the new crop of currants will be a little later than last year. High prices are due to the smallness of the quality offered on the one hand, and to the higher current prices in the original markets on the other, being the result of small stocks and reports of irrepairable damage in some districts.

There have been reports circulated to the effect that the olive crop prospects in Seville, Spain, are very discouraging, and that the yield of 1914 may be as light as that of 1912, which was considered practically a failure.

Despite the increased acreage for almonds this year in Spain, and the rains of April, which came in time to relieve the drought of the previous month, the crop seems likely to fall short and may be no more than last year. With the ever-increasing demand for nuts, which is growing even faster than the orchards can be increased, the prospects, therefore, are for high prices.

The onion crop of Spain is in a somewhat backward state, but has been improving, and, generally speaking, the net result is likely to be about an average yield.

The Postmaster General versus the Merchant

A Complete Review of the Events Following an Attempt by Hon. L. P. Pelletier, Postmaster-General, to Secure Power Over the Press of Canada and Thus to Discriminate in Favor of the Big Papers Which Circulate Mail Order Advertising.

A BILL to amend the Post Office Act of Canada was introduced into the House of Commons by the Postmaster-General, Hon. L. P. Pelletier, during the session of Parliament recently closed. After certain amendments had been proposed and the bill had been passed back and forth between Commons and Senate, it was found that a satisfactory agreement could not be reached and the bill was not passed. The Postmaster-General has since, in a statement sent broadcast throughout the Dominion, made the charge that his bill was killed by the Liberal majority in the Senate, laying stress on the fact that thereby some 1,400 postal employees are deprived of an increase of salary provided for in one clause of the bill.

Under the circumstances it is felt necessary that a full explanation should be given to the public, not only in regard to the terms of the proposed legislation, but also with reference to the manner in which it was introduced. The explanation will serve to make clear the attitude of the press of Canada in opposing the bill, and, if it bears hard on the Postmaster-General, it must be borne in mind that he has forced the press into a defensive attitude. The question has never been a political one in any sense of the word—which is attested by the fact that the publishers of Canada, Conservative and Liberal alike, have opposed the measure—and it is largely to remove the impression that it is a political issue that this explanation is made. It is felt also that the public, being directly interested, should be fully informed in the matter. If legislation detrimental to the publishing business were put into force, the public would suffer either through a curtailment of service rendered by newspapers and periodicals or the other alternative of higher subscription and advertising rates.

A Plea For Higher Rates.

In order to give a clear understanding of the case, it will be necessary to review the matter from the very beginning. During the administration of Sir John A. Macdonald, newspapers and periodicals were carried in the mails free in recognition of the educational and national work they were doing. As the expense of distribution grew, however, the Post Office Department felt that this privilege could no longer be extended, and during the tenure of office of Sir William Mulock rates were fixed of ¼ cent and ½ cent a pound on all second-class matter. Later the Senate reduced this to ¼ cent all round. It was recognized that this change would completely upset the plans on which publishers had been basing their operations, and accordingly some papers were allowed five years in which to adjust themselves to the new conditions.

Nearly two years ago the Postmaster-General, Hon. Mr. Pelletier, notified the Canadian Press Association (which includes in its membership a very large majority of the publishers of Canada) that a higher rate of postage would be necessary on second-class matter. The publishers promptly informed him that, if it were found that conditions warranted it, they would cheerfully comply with whatever Parliament in its wisdom and after careful investigation found was right. In order to secure information on the relation of the increased cost of mail service to the carrying of second-class matter, the publishers employed M. E. Nichols, then the editor of a Winnipeg Conservative daily, to prepare a report for them. This report was submitted at a special joint meeting of the Canadian Press Association and Canadian Press Ltd., held in Toronto on November 20, 1913. In it Mr. Nichols dealt with the congestion in the mail service. He went further and appended a series of recommendations as to new rates and regulations which the Canadian Press Association should, in his opinion, suggest to the department. After some discussion, the Canadian Press Association accepted some of his recommendations, amended others and struck out others altogether, agreeing on the whole to an arrangement that would mean a very considerable increase in rates. The report as thus amended was submitted to Mr. Pelletier at once by Hal. B. Donly, president of the Canadian Press Association, and J. F. MacKay, president of Canadian Press Ltd. It is reported that Mr. Pelletier expressed the opinion that the suggested arrangement was generally quite satisfactory, but that there were some features included in the original report which he wanted re-inserted. As the original report had been a strictly confidential one, the question may be asked how information as to its contents had become known to the postal authorities. Finally, the Postmaster-General stated that the recommendations would be considered and the views of the department submitted in a short time, when, he urged, another meeting of the Press Association should be called at once to consider his proposition.

The promised memorandum was never supplied although the Association made repeated requests for the information.

Before going any further it will be necessary to show what excuse Mr. Pelletier had for not fulfilling his promise. The Canadian Press Association heard nothing from him until it was discovered that on May 4 bill No. 147 had passed the House of Commons containing a clause which took the fixing of postal rates on second-class matter out of the hands of Parliament and vested it in the person of the Postmaster-General. Prompt steps were taken to oppose the measure in the Senate—the only recourse left—and in the course of the fight which ensued a deputation waited upon the Premier, R. L. Borden and the Postmaster-General to protest. Mr. Pelletier defended his action in bringing the bill forward before carrying out his promise to submit a proposition to the Canadian Press Association by stating that, at the conference with the two presidents, they had agreed to have M. E. Nichols prepare a supplementary report for him, and that as a result of the non-receipt of this report he had not been able to submit the promised memorandum. In reply, President Donly expressed his clear understanding that neither he nor the president of Canadian Press Ltd. had agreed to have Mr. Nichols, who was present, prepare a supplementary report. He remembered that during the interview the Postmaster-General had asked Mr. Nichols to secure some information regarding the custom in certain countries of grading newspaper rates according to the proportion of advertising to reading matter. This request was proferred by the Postmaster-General himself in quite an incidental manner, and it was clearly the understanding of the two presidents that this report had nothing whatever to do with the arrangement that the department was to submit an early memorandum to the Canadian Press Association covering the official proposals. **That the supplementary report was to be prepared for the Post Office Department has since been confirmed by Mr. Nichols himself.**

Clearly, therefore, in failing to keep to his arrangement with the Canadian

Press Association and in seeking to put through legislation which would give him the whip hand over the publishers before submitting his proposals to them, the Postmaster-General was not playing fair.

The Introduction of the Bill.

This charge of unfairness will seem mild when the circumstances surrounding the introduction of Bill No. 147 are reviewed. The newspaper parliamentary reports of May 5 contained an item to the effect that on the preceding day a bill to amend the Post Office Act had been given its third reading and passed in the House of Commons. That was all that was said. No references were to be found as to the nature of the amendments. But when the Hansard reports came to hand it was found that Bill No. 147 contained a clause which took out of the hands of Parliament the right to fix the rates on second-class matter and transferred that power to the Postmaster-General. No notices had been sent out of this bill. The members themselves were ignorant of what it was for. When the House went into committee on the third reading, Hon. Mr. Graham asked the Postmaster-General what changes were to be effected, receiving the following reply:—

"The main object of the first change —that is, in paragraph E—is to make it clear that the right of looking at newspapers, parcels, and so on, is absolutely confined to those, and that there is no right to open letters. The section as it stands at present, as my hon. friend from Rouville (Mr. Lemieux) knows, leaves the question open as to whether or not it is right to open letters. I want to make it clear that the right does not exist. We are amending the clause so that there is no possibility of doubt, by inserting the words, 'except in the case of letters.' **There are other matters of detail, but this is the main object of the clause.**"

Now let us see exactly how clause E reads:

> (E) "Established the rates on postage on all mailable matter, not being letters, and prescribe the terms and conditions on which all mailable matter shall, in each case or class of cases, be permitted to pass by post; and, except in the case of letters, authorize the opening thereof for the purpose of ascertaining whether such conditions have been complied with."

It will be noted that the "main object of the clause" is added at the bottom, while the "other matters of detail" include the right to arbitrarily fix rates on second-class matter **in each case or class of cases.** A mere "matter of detail," this power vested in the hands of one man which would enable him to fix, if he so desired, prohibitive rates, to put any or all classes of publications out of business!

Mr. Pelletier's misleading explanation of this clause in the House can be accepted as proof of either one of two things.

First, he did not himself realize the importance of the first part of the clause.

Second, he was deliberately endeavoring to deceive the members and rush the bill through before its real importance became known.

The first explanation is not tenable. Mr. Pelletier is an able man, a man of broad experience and considerable astuteness. No one would insult his intelligence by assuming that he really believed that the question of taking from Parliament a power which had been vested there since Confederation, a power which might involve millions of dollars, was a mere "matter of detail" —an item of minor importance as compared with the rest of the clause which fixes that the Postmaster-General can open newspapers but not letters! It is not to be thought for a moment, we repeat, that the head of the most important administrative department could be deluded into actually believing anything of the kind.

But, further, if the right he was thus prepared to assume of fixing second-class postal rates was a mere "matter of detail," why did he hold up the whole bill when he found that this one "matter of detail" was not acceptable? The bill also provided increases for some 1,400 employees of the department, who are badly in need of the raise, he says. If a little "matter of detail" could not be adjusted, why did he not accept the amendments and let the bill go through this session? The "matter of detail" could be fixed to his satisfaction at the next session and, not being of sufficient importance to be worth explaining even to the members of the House, it could not matter much either one way or the other.

No. The Postmaster-General's subsequent course bears convincing testimony to the fact that this mere "matter of detail" was to him the most important part of the whole bill. Why, otherwise, should he permit his whole bill to be shelved because of it?

If further proof of the purpose of the astute Postmaster-General is required, the following facts will serve to establish the contention that he deliberately attempted to rush the bill through before interested parties would have a chance to stop it.

When it was learned through the Hansard reports that this bill had been passed in the Commons, the secretary of the Canadian Press Association sent a request to the Post Office Department for a copy. The reply received from Dr. Coulter, Deputy Minister, was dated May 8 (the bill passed May 4) and read in part:

> "With reference to your letter of the 6th inst. asking for copy of the Post-master-General's Bill to amend the Post Office Act which passed its third reading in the House of Commons the other day, permit me to say that none of these will be printed until the bill has been signed by the Governor-General, and when this has been done, I will be pleased to immediately send you a copy."

Yet the fact remains that hundreds of copies of the bill had been printed.

The secretary of the Canadian Press Association received copies of the bill from another source, the day before he received this letter from Dr. Coulter in which the latter states that the bills were not yet printed!

Why had not a copy been sent to the Canadian Press Association? Surely the interest of newspaper publishers in the proposed change was sufficiently great to entitle them to a copy of the bill pending! Why was the request for a copy refused?

Why Fight Was Carried to Senate.

If the purport of the bill had not been discovered, almost by an accident, the measure might have passed through the Senate in the same quiet way that it slipped through the Commons, before the publishers received copies of the bill. They would not have learned of the new power acquired by the Postmaster-General until it was too late to even protest. Can it be that this contingency had been foreseen, had in fact been counted upon?

Mr. Pelletier at various stages of the fight complained of what he termed the unfairness of publishers in carrying the fight before the Senate, a body politically opposed to the Government and himself. By skilful manipulation of this complaint he has endeavored to create a political issue out of it and to make it appear that his bill was thrown back through the caprice of a hostile second chamber instead of as a result of the opposition of a united press.

As a matter of fact, the bill had passed the House of Commons before the publishers knew that such a piece of legislation was even contemplated. What course was left but to fight it in the Senate in sheer self-defence?

The publishers of Canada would have much preferred to have fought the bill on the floor of the House, where the question could have been thrashed out without any suggestion of partyism creeping in. Mr. Pelletier was afraid to have the bill discussed in the House. He has openly avowed his fear. If he felt that his measure would be beaten in the Commons, where any party bias would be in his own favor, why does he charge that its practical defeat in the Senate was due solely to political animosity?

As a matter of fact, the press has presented a united front on this question. P. D. Ross, editor of the Ottawa Journal, who led the fight for the Canadian Press Association, is perhaps the foremost

newspaper supporter of the Government and who because of this very justly commands the respect and confidence of the Prime Minister, more perhaps than any journalist in Canada. Many of the publishers who went to Ottawa to protest were strong Conservatives. Opposition in the Senate did not come from the Liberal side of the House alone.

What is more, if the issue is reviewed next session, the publishers of Canada will go before the House of Commons to present their case, and if Mr. Pelletier relies upon carrying his point by appealing to sheer party loyalty, he will undoubtedly meet a series of surprises.

The amendments proposed in the Senate, which Mr. Pelletier refused to accept, were framed with an earnest desire to make the bill workable in the interests of both departments and press. It is not stretching a point to assert that the objections raised by the Senators were precisely what Mr. Pelletier would have encountered in the House had the members been aware of the purport of the bill when it was first introduced.

Objection Based on Principle.

The publishers of Canada objected to the bill purely on prineiple. It is eontrary to the spirit of the British eonstitution for arbitrary powers to be vested in one man, without the right of appeal to Parliament. What sane man would suggest that the fixing of the tariff should be placed in the hands of one member of the Cabinet? In a lesser degree this is exactly what was contemplated in the postal amendment. It would rest with the Postmaster-General to say what rate must be paid on the printed matter circulated throughout the Dominion.

The danger would be two-fold. Not only could an unscrupulous official unfairly penalize any paper or class of paper, and discriminate against papers for party purposes, but the man responsible for the fixing of the rates would himself be placed in an invidious position. He alone would have to bear the brunt of discussion and criticism. On that man alone would all the influence of competing interests be brought to bear. Would it be wise to place such power in the hands of one man?

A significant admission was made by Mr. Pelletier before the Senate committee when the matter was first discussed. He had pointed out that the new rates suggested by the Canadian Press Association bore heavily on the metropolitan daily newspapers. "I cannot fight these big papers," he declared. If he feels unable to withstand the influence and power of the metropolitan dailies when the question rests with Parliament, would he not have been even more impotent if the sole responsibility of fixing the rates had been placed in his hands, thus making him the target against which such influence would be directed? In view of this admission, what could the smaller paper, whose interests are almost diametrically opposed to that of the big "dollar daily," expect if the adjustment of rates rested with one man—and that man professedly afraid of the big fellows in the publishing world?

But it is not necessary to go on conjecture alone in considering the effects that the measure would have. At the same session of the Senate eommittee Mr. Pelletier declared that the publishers need not anticipate any arbitrary use of the power he was seeking to get into his hands. Colonel MacLean, publisher of class papers with a combined circulation of over 100,000, including Printer and Publisher, the organ of the publishing industry, spoke before the meeting, objecting strongly to the proposal. In the course of the discussion that ensued, the Postmaster-General, forgetting his pledge that the power would not be used in an arbitrary way, stated that, if Colonel MacLean would not consent to the proposals, he would impose a rate of 8 cents a pound on class publieations.

What more telling proof could have been adduced of the use that might be made of the arbitrary power that the Postmaster-General sought?

A rate of 8 cents a pound would put every magazine, trade, technical, and farm paper in Canada out of business. Thus would one man have the power to cripple, kill or, on the other hand, to unfairly foster by privilege any particular paper or class of papers.

The Status of the Class Press.

One of the main points of contention since the question of increasing the postal rates first came up has been the status of the class press. Despite the fact that trade and technical papers have become a necessity in every line of industry, despite their acknowledged worth as an educational factor, despite finally, the fact that the governments of Canada spend large sums of money annually to send out free printed matter of an instructive nature to the farming community, thereby performing the same work for the farmer that the trade paper does for the engineer, the mechanic and the merchant; despite this, there has long been a prejudice in the Post Office Department against trade and technical papers, a prejudice which has manifested itself in close surveillance, dogmatic interpretation of statutory details and open threats of a higher rate than is placed upon daily newspapers. As soon as it was announced that postal rates would be advanced, it became known that it was intended to seize the opportunity to penalize the trade press. The report submitted by the daily newspaper-man, commissioned to report on postal matter, contained recommendations to that effect—recommendations bolstered up with reasons couched in terms so concisely the same as employed by the postal officials that one trade publisher was impelled to exclaim: "It's the hand of Esau, but the voice of Jacob."

The Canadian Press Association, with loyal appreciation of the real value and the just claims of the trade press, refused to countenance the suggestion that the newspapers escape their due share of the advanced cost of postal transportation by putting a larger load on the trade press, voting with practical unanimity to throw out the resolution.

It was not the intention of the writer to enter into a discussion of the position of the trade press at this time, but the above explanation was necessary in order to show the next inconsistency into which the worthy Postmaster-General strayed. At the meeting of the Senate Committee already referred to, Mr. Pelletier stated, in replying to Colonel MacLean, that in the course of the interview he had had with the presidents of the Canadian Press Association and Canadian Press Ltd., when they laid before him the report as adopted in November, he was told by these gentlemen that it was the spirit of the meeting of the Canadian Press Association and Canadian Press Ltd. that a higher rate should be placed on the trade press. As the instructions of the two presidents had been to merely wait upon the Postmaster-General and lay before him the findings of the meeting, it was inconceivable that they could have made such a statement. **Printer and Publisher at once communicated with both Mr. Donly and Mr. MacKay and received their unreserved and emphatic denial of the statements imputed to them by the Postmaster-General.**

The Position of the Postmaster-General.

Throughout the whole course of the fight, the representatives of the press made it their earnest endeavor to keep the personal element in the background. It was made very clear that their objection was not to Mr. Pelletier having the power he sought, but to **any** man having that power; that it was too dangerous a power for one man to have from the standpoint of the good of the country as well as the good of the press. But as the matter progressed and the part that Mr. Pelletier was playing became more transparent with each move that he made, the eonviction was driven home that it would be a particularly dangerous policy for such a man as Mr. Pelletier to exercise. He convicted himself of inability to exercise that power with absolute fairness to all concerned by his own

statements in the course of the debates. On several occasions he voiced the opinion that he could not antagonize the powerful metropolitan newspapers. At the meeting of the Senate Committee on Banking and Commerce, on May 29, he said: "But I cannot afford to have all the papers in this country banded against me." If one proceeds to analyze this statement, it becomes apparent that the man who made it is not a proper person to hold a power which would enable him to summarily penalize the press and, moreover, would put him in the position of having the influence of all sections of the press focused upon him. Let us proceed upon a supposition. If he "cannot afford to have all the papers banded against him," he could not be expeeted to do what was right if the interests of the country at large should at any time demand that he take such action as would cause all papers to band against him. He has tacitly acknowledged that his fears would not permit him to exercise his power in a way that the interests of the country would demand. If he does not feel that he has the backbone to withstand any kind of influence which might be brought to bear, why does he endeavor to take a position where his lack of backbone might some time constitute a menace to the country at large?

The Postmaster General has wide powers now. It is part of his duty. He would have to decide, for instance, how far the metropolitan papers can go in dumping their products in all parts of the country at ridiculously low subscription prices, thus seriously jeopardizing the local press. The investigation made by Mr. Nichols showed conclusively that the congestion in the mails, which had created the necessity for higher rates, was chiefly aronnd the big cities and was due to the enormous quantities sent out by the "dollar dailies." In recognition of this fact, the Canadian Press Association recommended that a minimum subscription price be set for daily newspapers with a view to preventing the "dumping" of big city dailies and thus reducing the congestion.

Before the Senate Committee on May 27 Mr. Pelletier said that "he was not prepared to put into effect the recommendation of the two associations in respeet to a minimum subscription price for daily newspapers." Before the same committee on May 29 Mr. Pelletier said: "Fifteen days ago we took eight carloads of one paper in Montreal out to the coast, and they gave us $84.50 as a revenue, though it cost us $502.00." This instance shows that the Government loss is sustained through the circulations built up by the "dollar dailies" through their low outside prices. But Mr. Pelletier, calmly acknowledging the truth of this, had nevertheless announced his intention not to apply the obvious remedy, preferring to make up the deficit by making all papers pay a higher rate, and specially penalizing trade and technical newspapers.

And that is exactly why one man should not be allowed to decide such big problems without any right of appeal beyond him. Individuals are too prone to errors of judgment. Mr. Pelletier's error of judgment in this matter is but a foretaste of what might happen if he were permitted to gather the reins of arbitrary power into his own hands.

The Progress of the Fight.

All that remains is to recount the events following on the fight in the Senate.

On June 2 the Senate Committee on Banking and Commerce passed the bill, with an amendment as follows: "Provided always that the maximum rate which the Postmaster-General may fix as the postage of newspapers and periodicals defined by seetion 53 of this act shall in no case exceed — cent for each pouch pound weight or fraction of a pound weight, however the rates may be graded according to distance and zones of transportation, and said rates so fixed and levied shall be submitted to Parliament at the ensuing session for revision or ratification."

As thus amended, the bill was passed by the Senate and sent back to the House. The executive committee for the Canadian Press Assoeiation were not satisfied, however, as it was felt that when the principle was wrong, the curtailment of powers as per the amendment would not suffice. A deputation, therefore, waited upon Hon. R. L. Borden and Hon. Mr. Pelletier, requesting that "(a) the clause of Bill No. 147 which amends present newspaper postage regulations be withdrawn for the present session, inasmuch as a delay of a few months in amending the present conditions which have existed for nearly 20 years can matter little. Or (b) that the schedule of rates suggested by the Canadian Press Association in December last be adopted until the Postmaster-General can submit revised rates next session."

A promise to consider the request was received from the Premier. In view of the promise of the Premier, it was deemed advisable to place the facts before a number of representative newspapers throughout Canada, in order that they might, if thought advisable, wire their views to the Premier and other members of the Government, and thus make it clear that the position taken by the Executive Committee of the Association was the position of the individual newspapers throughout Canada. To this end night lettergrams were sent on Wednesday evening to approximately 125 representative newspapers throughout Canada, and it is known to the officers of the Association that on Thursday a large proportion of these newspapers wired the Premier and other members of the Government, urging the principle that newspaper postage rates should be fixed by Parliament.

On the evening of Thursday, June 4, it was intimated to the Chairman of the Postal Committee that the Premier wished to discuss the matter further with him. Mr. Ross, chairman of the Postal Committee of the Canadian Press Association, had an audience with the Premier that evening, and Mr. Borden expressed the willingness of the Government to meet the views of the Association to the extent of having the rates fixed by the Treasury Board instead of by the Postmaster-General, with the provision that in no case should the rate exceed one and one-half cents per pound, and with the understanding that the Association would be consulted before the increase in rates now proposed was fixed by the Treasury Board.

After the interview with the Premier and again on the morning of Friday, June 5, Mr. Ross consulted the president and other members of the Executive Committee who were in Ottawa regarding the Premier's suggestion. All were agreed that it would be inadvisable to agree to the compromise suggestion, first because it was contrary to the principle that newspaper postage rates should be fixed by Parliament, and, second, because consent to the provision of a minimum rate of one and one-half cents per pound might be interpreted at a future time as an admission by the Association that the Post Office Department would be justified in imposing any rate of postage up to the rate specified as a maximum.

However, Mr. Pelletier introduced a resolution in the House of Commons making an amendment to the Senate amendment that the fixing of the rate be vested in the Treasury Board, the rates fixed to be put before Parliament for ratification or revision.

On June 10 the bill again came before the Senate and was passed with still a further amendment which practically re-established the old order, inasmuch as it provided that rates fixed by the Treasury Board should not come into force until revised or ratified by Parliament.

The bill as thus amended was returned to the House of Commons, and, on the motion of Mr. Pelletier, a message was ordered to be sent to the Senate that the House would agree to the amendment if it were again amended by striking out the words "and shall not take effect until so revised or ratified." Mr. Pelletier's contention was that these words would have the effect of preventing the

Post Office Department from collecting postage.

This the Senate refused to do, leaving the amendment as it had been drafted, but providing a clause to leave old rates in force, thus getting around the Postmaster-General's technical objection. Mr. Pelletier refused to accept the Senate amendment and the bill thus automatically died.

He thereupon issued a statement to the press in which he claimed that his bill had been killed by the Liberal majority in the Senate.

And now comes his last move, a ludicrous finale to a comedy of errors. Mr. Pelletier has publicly announced his intention of going back to the system that prevailed before '67. He states that he will leave the rate at a quarter of a cent a pound on all second-class mail matter mailed in bulk, but that he will collect one cent on every paper that is delivered to the subscriber by the mail man. This right he claims under Clause 71 of the Post Office Act. This clause gives him the power **to collect one cent postage from the subscriber**, so apparently this is what the Postmaster-General, beaten and confuted at every turn, purposes doing!

Finally, let it be stated that, to those who have followed the whole course of the fight, the reason for the stand taken by the Postmaster-General is quite clear. He is standing by the big daily papers against the weekly papers and the trade and technical press. He has allied himself with the big interests which circulate mail order advertising and thus work to the detriment of the smaller communities, as against the weekly newspapers, and the trade newspapers which foster the local merchant and thus help to keep trade at home, to the immeasurable benefit of the small cities and towns.

That is the issue—the issue which may perhaps have to be fought out at the next session of Parliament.

CONFLICTING ADVERTISING REFUSED.

The Sentinel of Kamloops, B.C., says: "The Kamloops Retail Merchants' Association of this City has signified its approval of our action in absolutely refusing outside advertising where local interests would be likely to suffer and while this involves substantial monetary consideration 'The Sentinel' is prepared to maintain a firm stand, relying as they feel they can confidently upon the merchants of this city to demonstrate in turn in a practical manner their support of the daily paper. Advertisements are the life blood of a newspaper —without them it would die a natural death."

Association News

HAMILTON GROCERS READY.

Hamilton, Ont., July 9.—(Special.)—Everything looks bright for another successful Grocers' picnic. At the last meeting of the R.G.A. everything was shown to be in readiness.

Sixty cars have been obtained from the T., H. & B. The Ninety-First Band, together with the pipe band and the "rube" band, will also make the trip and enliven the day's proceedings. Twenty-eight games and different sporting events have been arranged. Everyone attending the picnic will be supplied with pails and cups and all the milk, tea, coffee and lemonade will be free as the water of the cataract.

After the meeting the members present were introduced to William Perkins, who is a wholesale grocer at Oldham, Lancashire, England. Mr. Perkins told of the trade in the Old Country, and characterized the co-operative stores as a hindrance to the nation.

PETERBORO' BRANCH OF R. M. A. ACTIVE.

Peterborough, Ont., July 9.—(Special).—Since our last report of two weeks ago on the doing of the Peterborough Branch of the R. M. A. some very important things have happened.

At a general meeting of the Association held on June 22, the following resolution was indorsed:—

"That owing to the radical conditions in all lines of discounts by manufacturers and wholesalers affecting the dry goods and kindred trades, the conditions that made it possible in former years to give certain persons and those engaged in certain occupations, a discount on their purchases, have so changed that it becomes necessary to discontinue for the future these discounts. On and after July 1 all such discounts will be discontinued by the Peterborough merchants."

Since the above resolution was carried the Secretary, N. C. Cameron personally interviewed each merchant and made it unanimous. The greatest discounts were being given by the dry goods merchants to nurses, ministers, dressmakers and employees from other stores. The discount was 10 per cent. Since the 1st of July all these discounts have been discontinued and it is estimated that the merchants will save at least $6,000 per year on it alone.

Secretary Cameron is still after the transients who sell on the market and in the city without the proper licenses. Recently a traveling jeweler arrived here and after announcing from a wagon on the streets the bargains he had, located on the market. Mr. Cameron got after him and he was arrested.

GROCERS' PICNICS NEXT WEEK.

London R. G. A. go to Toronto by train on Wednesday, July 15.

Hamilton R. G. A. and Brantford Retail Grocers' and Butchers' Association picnic at Niagara Falls on Wednesday, July 15. They travel T. H. & B.

Toronto R. G. A. go to Queenston Heights by boat on same date, July 15.

Many of the London grocers will take in the baseball game at Hanlan's Island. This will be the chief attraction for the ball fans.

The committee of the Hamilton R.G.A. met last week and made final arrangements for their big event. T. Brown was chairman. The Ninety-first regiment band, a rube band and the highland pipers will all be on deck and supply the musical programs. The program will include 30 sport events.

Secretary Thorne, of the Toronto R.G.A. announces everything ready for the cruise to Queenston Heights. There will be sports this year and he says there is a fine list of prizes to be competed for.

A dispatch from London, Ont., says that British and Canadian capitalists have just completed a deal for the opening at Kenilworth, near New Orleans, of a million-dollar sugar manufacturing concern. D. A. Gordon, M.P., of Wallaceburg, will be president, and Samuel Gibbs and M. H. Hazeldon will represent British interests. Work will commence at once. A large part of the product will be shipped to the Canadian market.

GOOD N.S. APPLE CROP.

St. John, N.B., July 8.—(Special.) — Donald Johnson, fruit commissioner of the Dominion Department of Agriculture, after a visit to Nova Scotia, reports that conditions for the apple crop in the Annapolis Valley are most promising. The expectations are that at least 1,250,000 barrels of apples would be harvested this fall even though frost had done much damage. About 750,000 barrels had been lost in the whole province by frost.

GUILD PRESIDENT REVIEWS TRADE

(Continued from page 38.)

price, to the retail grocer. If such brokers would clearly define their policy no wholesale grocer would willingly or knowingly place business with an agent who enters into direct competition with him, and who is probably selecting the best retail accounts to sell direct to, leaving the smaller and weaker accounts to be taken eare of by the wholesaler. This course of action is equally detrimental to the interests of the retail trade, inasmuch as the retailer who buys direct at wholesale cost can well afford, and very often does sell at prices low enough to be ruinous to the retailer who is buying through the regular channels.

A Method Considered Unfair.

"That a large retailer is able to buy large, or so-called wholesale quantities is no justification for selling him direct. been able to get an almost universal distribution of their goods by selling the retail stores direct, especially those situated in the larger centers, and relying upon the wholesale grocer to distribute to the small and weak accounts and to reach the outlying districts which they find too expensive to work themselves. In many instances but for the faet that the wholesale trade have submitted to this condition of affairs it would have been impossible for the agent to operate the agency in this way to the detriment of all interests in the trade but his own.

"Personally I know a number of reputable brokers who take the correct position that a retail counter constitutes a retail store irrespective of buying capacity and confine their business exclusively to wholesale channels. On the other hand I know, as you all probably do, of a number of very decent men who have drifted into doing a part or all of their business with the retail trade. I attribute this as much to a lack of understanding between the broker and the wholesale trade as to anything else. When we consider that all, or very nearly all, of the goods that we handle are of necessity bought through a broker or agent the importance of a clear understanding between these two branches of the trade is paramount.

Suggest Brokers' Association.

"Are we not each of us more or less to blame for this unbusinesslike and unfortunate situation? Could we not all do a great deal individually to effect a remedy? From every broker with whom we transaet business let us get a declaration of his policy as to whether he sells the wholesale trade only, or to both wholesale and retail. Then, by giving preference to the broker who confines his business to the wholesale trade much will be done to bring about a clear definition and the protection of sound business. Further: I consider that it would be in the best interests of the wholesale trade, as well as in the interests of the legitimate broker, is a Grocery Brokers' Association could be formed wherein the qualification for membership would require a declaration of policy along the lines that I have suggested. Such an association should, I think, be organized on Dominion lines, with say Provincial groups, thereby carrying an assurance or guarantee of poliey into any territory where the broker might desire to do business, because we know of cases where an agent in conducting his business on legitimate lines in one territory, and getting the required support of the wholesalers in that territory, because his business there has not yet developed sufficiently to pay him to do otherwise, whereas at home—to quote the classic—"He is a devil in his own home town."

"In conclusion may I urge the very serious consideration of the trade to this matter, believing that in our own interests, in the interests of the retail trade, and in the interests of good, sound, honest business some action is necessary."

Conferences To Be Held.

At one of the sessions on Tuesday a resolution was passed, appointing H. C. Beckett, Hamilton, Ont.; Hugh Blain, Toronto; Fred T. Smye, Hamilton; Zeph. Hebert and Armand Chaput, both of Montreal, as a committee of five to act in conjunction with similar committees of five from the manufacturers' and from the Retail Merchants' Associations of Canada in evolving a policy that will improve trade relations.

In the morning representatives of the manufacturers joined in the deliberations of the guild. Addresses were made by E. F. B. Johnston, K.C., Toronto, counsel for the guild; H. C. Beckett, H. Drummond of the Canada Sugar Refining oCmpany, and Mr. Rowley, General Manager of the E. B. Eddy Company, Hull, Que.

A CREDIT LIMIT POLICY.

A certain grocer in Connecticut, U.S.A., has a time and amount limit for each customer. In order that all the clerks will know when this limit has been reached, and thus not oversell the customer, every sales slip carries the total amount, and a filing cabinet is used the same as an account register. To each customer's slips is attached a piece of red cardboard showing the time limit of this customer and the line of credit to which he is entitled. "When a customer comes in and places an order which overruns this credit arangement, the clerk quietly informs me, and I draw the man over into a corner and explain my credit policy."

OUTSIDE FISH DISPLAY.

For an effective display of fresh fish, J. A. McCrea & Son, at Guelph, Ont., have a sanitary glass-covered case which sits outside in front of the window of the grocery store. With proper care in icing, the fish are kept in good condition and make a tempting showing for shoppers looking for a seasonable variety to the meat list. At the back of the store a cement-floored chamber is being installed for better handling of the fish supply and here the stocks will be kept in their shipping boxes with additional icing as required. The advantage of this chamber will be that it will permit of convenient and frequent flushing.

A GREAT MAPLE DAY.

Montreal, July 9.—Products of the maple were scattered far and wide here on Dominion Day through the efforts of the Provincial Government to make the national holiday a distinctive reminder that one of Canada's important industries is the culture of the tree whose leaf is the Canadian emblem. Paris, London, Glasgow, Dublin and Liverpool shared the twenty-three thousand samples of maple sugar which had been turned out at the expense of the Government. Canadian music—"O, Canada," and "The Maple Leaf Forever"—formed part of the program in many restaurants and on many ships bound for the Dominion or sailing out.

Canada herself was well reminded too, of the succulent sap of the maple, especially in the Northwest, where the greater part of the samples were distributed. On every railway in the Dominion, the dining cars had special maple menu cards and the chefs produced maple ice-cream, maple plum-pudding, and used the syrup in every dish where possible. The inland ships followed the example of the railways, and on the broad Atlantic every C.P.R. and Allan liner gave its passengers samples of the sugar, etc.

Under the presidency of John I. Brown, who has been organizing the maple propaganda for the Government, a special maple dinner was held on July 1 at one o'clock in the Windsor station dining rooms, which had been specially decorated for the occasion. Among those present were Hon. W. B. Wood, former premier of Ontario; Rev. Dr. W. J. Clark and Mrs. Clark, Thomas W. Barrington, John H. Grimm, A. L. Robertson, Geo. Finlayson and James H. Flett.

All the hotels of the Grand Trunk Railway System also celebrated Maple Day by special music. The Place Viger Hotel distributed sample bottles of syrup to all its guests.

CURRENT NEWS OF THE WEEK

Quebec and Maritime Provinces.

Sydney Mackenzie, broker, of Toronto, was in Montreal this week calling on the trade.

C. L. Sypher, general merchant, Blackville, N.B., has been succeeded by J. E. Morehouse.

Sampson & Chaisson, grocers, etc., has been registered at Halifax, N.S. The members are Joseph J. Chaisson and Norman Sampson.

Mr. Tedford, formerly representing W. H. Dunn & Co., of Montreal, in Toronto, is calling on the trade here in the capacity of special representative of the Dominion Canners, Ltd.

The annual excursion of the Montreal grocers was held at Cornwall on Wednesday. A special train over the Grand Trunk took the members of the Retail Merchants' Association to the Ontario town.

James Haslett has bought the grocery stock of J. M. Burton, Waterloo street, London, Ont. Mr. Haslett has been traveling for Holbrooks, Ltd., of late, but at one time was in the grocery business on Dundas street, and sold out to Summer Bros.

Maple Day menus were specially prepared for all railway dining cars in Montreal on Dominion Day, supplied by the government of the Province of Quebec, and ten thousand booklets, descriptive of Quebec's maple products, and samples of maple sugar were distributed in the cars.

W. C. Cross, general manager of the wholesale grocery firm of Hall & Fairweather, St. John, N.B., this week observed his thirtieth anniversary in the service of that concern. He entered the employ of the firm when a mere lad fresh from school. On the day of his anniversary he sailed for England, where he will visit his old home, and also represent the Y.M.C.A. as the sole delegate from Canada at the World's Y.M.C.A. Convention. W. L. Doherty will act as general manager during his absence.

Ontario.

D. W. Elsley, grocer, Galt, Ont., has sold out to R. E. Niebel.

James Graham, grocer, Toronto, has sold out to Effie May Buntz.

The Welland Co-operative Society of Welland, Ont., is selling shares.

Lawrence Bros., general merchants, Duart, Ont., suffered loss by fire.

This will be Peace Year at the Canadian National Exhibition, Toronto.

Bradt & Co., grocers, Niagara Falls, Ont., suffered considerable loss by fire.

W. W. Locke has purchased the grocery business of R. C. Rose, Newmarket, Ont.

J. M. Ballantyne, of Grimsby, Ont., has opened a grocery store in Listowel, Ont.

A charter has been obtained for the Hedley Shaw Milling Company at Toronto.

Prescott, Ont., merchants will close Wednesday afternoon during July and August.

James Fleming has purchased the grocery business of Jas. Mackness, Chatham, Ont.

Welland, Ont., merchants will observe Wednesday half holiday during July and August.

Burglars got some $20 from the store of J. F. Richardson, grocer, Elora, Ont., the other day.

R. J. McDermott, grocer and confectioner, Todmorden, Ont., has sold to Buckland & Smart.

A charter has been obtained for the Niagara Falls Pickles, Ltd., to be established at Niagara Falls, Ont.

Brockville, Ont., merchants, will observe a half holiday on Wednesday afternoons during July and August.

A. E. Shaver, a Brockville, Ont., grocer, has installed a white tile entrance to his store with his name in black.

The Retail Merchants' Association of Peterborough, Ont., will picnic down the Otonabee River on Thursday next, July 16.

H. Spicer, who conducts a grocery and butcher shop at Hamilton, Ont., has sold the meat end of the business to Young & Moir.

The style of the wholesale produce and commission company of Rutherford, Marshall, Ltd., has been changed to Marshall Co., Ltd.

George Foone will in future conduct the grocery store which has been run by Daniel Sullivan, at Peterborough, Ont., he having purchased the business.

H. Whissell has taken over the agency for Lindners, Limited, Toronto, in the Province of Quebec, including Montreal. He is a brother of Mr. Whissell, of Bergeron, Whissell & Co., wholesale grocers, Montreal, and previous to joining Lindners, Limited, was a salesman with the E. W. Gillett Co. He will reside at 2928 Drolet street, Montreal.

Western Canada

D. H. Moore has opened a general store in Roleau, Sask.

Brake & Vane, general merchants, Treesbank, Man., are selling out to Max Fauser.

H. A. Heather, general merchant, Grayson, Man., is succeeded by Behl & Harvey.

Victoria, B.C., merchants are conducting a July sale week, extending from July 2 to 11.

During July and August Lethbridge, Alta., merchants will close on Wednesday afternoon.

The Ochre River Trading Company, general merchants, Ochre River, Man., was burned out. Insured.

W. J. Larson has purchased the general stock of the Amundson & Quale estate at Weldon, Sask.

A. J. King has just opened up a new grocery store on Broadway, near the corner of Yonge street, Winnipeg, Man.

The Moose Wholesale Grocery and Fruit Co., of Moose Jaw, Sask., are considering opening a branch at Kerrobert.

The merchants of Weyburn, Sask., will as usual close their stores Wednesday afternoon during July and August.

The grocery stock of the T. D. Stickle estate, Carberry, Man., and the general store stock of the R. A. McCallum estate, Melfort, Sask., have been sold to Max Finkelstein.

H. C. Andrew, formerly with Nicholson & Bain, Calgary, Alta., is now in charge of that company's new offices at Vancouver, B.C. His territory will also include Victoria, Prince Rupert and Nelson.

The Kelowna Grocery, Limited, Kelowna, B.C., has been gazetted as an incorporated company, with a capital of $10,000, divided into one hundred shares, to acquire and take over as a going concern the business now carried on under the style of the "Kelowna Grocery Company." Another recently incorporated Kelowna concern is the "Kelowna Produce Company, Limited," also with a $10,000 capital.

Outlook for Continued Cheap Canned Goods

Prospects for Good Packs of Peas, Beans, Tomatoes and Corn, with Tendency to Keep Prices Down—High-grade Salmon Will be Expensive—Beans Are Getting Dearer—Ceylon and Indian Teas Easier, but Japans Are Up.

OFFICE OF PUBLICATION, Toronto, July 9, 1914.

WITH the prospects that the cost of living is going to continue to be a live problem with many classes of society for several months to come, the attitude of the canners with regard to staple lines is important and Canadian Grocer has assurance from several sources that the tendency will be to keep the prices for peas, tomatoes, beans and corn down as low as possible and chief attention will be given to getting a pack of average quality rather than the fancy lines. Business in canned goods for several months past throughout Canada has indicated that the people generally are taking advantage of the cheap prices.

The indications generally are that the pack will not be as large as a year ago on account of smaller acreage, which applies to most of the staple crops, with the exception of tomatoes in the Niagara district. Strawberries are now finished and attention is being given to peas which show an average yield of good condition, although in some districts there is the complaint that there are pods which are only partly filled and also that the hot weather is inclined to hurry the ripening too much. For tomatoes the prospects are still good, especially in the Niagara district, and the hot weather will do no harm if there are occasional rains. The raspberry pack will commence in about a week and should be up to the average. It is yet too early to talk of corn prospects. The spinach pack has been completed, this business showing a good normal increase.

The wheat situation shows little change, although there are reports from some sources that conditions are not so good in the West as had been indicated. It is hard to believe, however, that the damage in the West has been general and reports from private sources indicate that after unusual heat about the first of the month, there have been general rains and that with the exception of some districts there is a good growth, and that the head is beginning to show. In Ontario the wheat harvest is at hand, and conditions are good. So well have things improved within the past month that the estimates of the crop have risen from 60 to 75 per cent.

There is a distinctly easy feeling with regard to Ontario flour, and although millers do not seem inclined to cut prices, there have been reductions of as much as 20c reported on some large transactions by jobbers. During the week oatmeal took a temporary decline for a couple of days, and with continued favorable reports of the new crop, a permanent reduction may be looked for as well as easier quotations for cornmeal.

The outlook is for high potato values and old stocks are now selling as high as $2.25 a bag, wholesale. Quotations for new are also higher, and it is said that there is a short crop in the States and that damage has been done in Canada. Generally, fruits and vegetables are coming in good supply.

Hogs are firmer and lard easier if anything on very low quotations, an increase of 50,000 tierces in world's supply being shown over even date a year ago. Butter is cheaper in the East than the West, and prices, while about 2c under a year ago are out of line for export to either England or the States.

Canned salmon will come in dear compared with a year ago, one authoritative estimate being on a basis of $2.35 or $2.50 per dozen, compared with $1.90 a year ago, for the better quality.

Business conditions show little change, and in fancy groceries the demand is weak. Wholesalers do not see favorable prospects for immediate improvement, although hopeful of the effect of the crop.

Markets in Brief

QUEBEC MARKETS.

FISH AND OYSTERS—
- Market well supplied; salmon at its cheapest now.
- New salt fish appearing.

FLOUR AND CEREALS—
- Flour market continues quiet.
- Temporary decline in rolled oats.

FRUITS AND VEGETABLES—
- Height of strawberry season passed.
- Old potatoes up to $2 a bag.
- New native vegetables coming in freely.

PRODUCE AND PROVISIONS—
- Markets generally quiet; no change in butter, eggs or cheese.
- Poultry slightly cheaper.

GENERAL GROCERIES—
- Another advance in canned salmon.
- Markets generally show little change.

ONTARIO MARKETS.

GENERAL GROCERIES—
- Low prices for canned staples.
- Canadian beans are up in price.
- Some varieties of rice cheaper.
- Canned salmon to be dear.

FLOUR AND CEREALS—
- Lower prices by jobbers on big orders.
- Oatmeal situation easier.
- Mill feeds holding prices.

PRODUCE AND PROVISIONS—
- Market generally steady.
- Lard tending still easier.
- New honey expected.

FRUITS AND VEGETABLES—
- Old potatoes $2.25 a bag.
- Strawberries out and raspberries in.
- Vegetables generally cheaper.

QUEBEC MARKETS.

Montreal, Que., July 9.—Recent heavy rains have had a beneficial effect on crops, and reports from country districts are much more encouraging than for some time past. Business has been fairly good, but nothing exceptional. Markets have been very quiet lately, the principle changes being in canned goods which are being well cleaned up and are the most active line at present.

SUGAR.—Demand has been fairly good and situation locally is practically unchanged from last week. Refiners have ample supplies of raw and are manifesting no anxiety as to replenishment. Advices from New York are to effect that raw sugar during last week was under pressure and sales were made at a slight reduction. There seems little prospect of any downward change in refined, as market here is still firm.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	4 45
20 lb. bags	4 55
2 and 5-lb. cartons	4 75
Second grade, in 100 lb. bags	4 30
Yellow Sugars—	
No. 3	4 40
No. 2	4 50
No. 1	4 10

Extra Ground Sugars—	
Barrels	4 85
50 lb. boxes	5 15
20 lb. boxes	5 25
Powdered Sugars—	
Barrels	4 85
50 lb. boxes	5 05
25 lb. boxes	5 05
Paris Lumps—	
100 lb. boxes	5 20
50 lb. boxes	5 40
25 lb. boxes	5 50
Crystal Diamonds—	
Barrels	5 25
100 lb. boxes	5 40
50 lb. boxes	5 50
Cartons and half cartons	7 05
Crystal Dominoes, cartons	7 15

DRIED FRUITS.—A fair demand continues for raisins and currants and stocks are being well cleaned out, in fact, sales are better than jobbers anticipated at this season. Seeded raisins have been selling particularly well. With the advance of fresh fruit season there has been a falling off in demand for evaporated fruits.

EVAPORATED FRUITS.	Per lb.	
Apples, 50-lb. boxes	0 10½	0 11
Nectarines, choice	....	0 11
Peaches, choice	0 09½	0 11
Pears, choice	....	0 12
Apricots	0 16	0 20
DRIED FRUITS.		
Candied Peels—		
Citron	0 16½	0 17½
Lemon	....	0 10½
Orange	....	0 11¼
Currants—		
Amalias, loose	....	0 07
Amalias, 1-lb. pkgs.	0 07½	0 08½
Filiatras, fine, loose	0 06½	0 07
Dates—		
Dromedary, package stock, per pkg..	....	0 06¼
Fards, choicest	....	0 11
Hallowee, loose	....	0 06
Hallowee, 1-lb. pkgs.	....	0 07½
Figs—		
Finest, 6 crown, about 12 lbs.	0 12	0 13¼
Same fruit, 5 and 4 crown, 1 and 2 cents less.		
Prunes—		
40 to 50, in 25-lb. boxes, faced	0 12½	0 13
50 to 60, in 25-lb. boxes, faced	0 11½	0 12
70 to 80, in 25-lb. boxes, faced	0 10	0 10½
80 to 90, in 25-lb. boxes, faced	....	0 09½
95 to 100, in 25-lb. boxes, faced	0 06	0 06½
60 to 70, in 25-lb. boxes, faced	0 10½	0 11
Raisins—		
Malaga table, box of 22 lbs., according to quality	2 75	6 00
Muscatels, loose, 3 crown, lb.	....	0 08¼
Sultana, loose	....	0 10
Lower grades Sultana, 1 lb. pkgs.	....	0 11
Valencia, new	0 06	0 07
Seeded, fancy	....	0 10½
Seeded, choice	....	0 10

Prices quoted on all lines of fruits liable to be shaded for quantities, according to the state of the market.

TEAS.—Demand has been steady for all grades of teas and market continues strong. The high prices paid in the primary markets, which were originally viewed with apprehension, according to some observers, now find justification. In addition to the fact that stocks are very low, the crops of first teas in Japan and China markets promise to be smaller.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 40
Fine	0 30	0 35
Medium	0 25	0 30
Good common	0 18	0 25
Common	0 15	0 18
Yamasbiro	0 75	1 00
Ceylon—		
Broken Orange Pekoe	0 30	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
Garden grown	0 75	1 00
India—		
Pekoe Souchongs	0 19	0 20
Ceylon Greens—		
Young Hysons	0 24	0 26
Hyson	....	0 22
Spanish, No. 1	....	0 12¼
Virginia, No. 1	....	0 13¼
Gunpowders	0 19	0 35
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey gunpowder, pinhead	0 30	0 50

COFFEE.—There is a quiet market and prices, if anything, show an easier tendency, owing to report that a cable had been received stating that the Santos receipts for July would be 900,000 to 950,000 bags, as compared with 847,000 last year and 651,000 in 1912. Locally there has been a fair demand and business is about as usual at this season of the year.

Coffee, Roasted—		
Bogotas	0 27	0 30
Gautemala	0 26	0 28
Jamaica	0 24	0 25
Java	0 32	0 35
Maricaibo	0 25	0 26
Mexican	0 27	0 28
Mocha	0 30	0 32
Rio	0 22	0 22
Santos	0 22	0 23
Cbicory, per lb.	0 08	0 10

MOLASSES.—There is little activity in molasses at present. Most of the dealers are apparently stocked up and sales are slow. One cargo is unloading here now and there are several more cargoes to arrive, mostly for late fall delivery. Prices have not changed, but there is still some business being done below the figures quoted.

Barbadoes Molasses—	Prices for Island of Montreal. Fancy.	Choice.
Puncheons	.30	.28
Barrels	.33	.31
Half barrels	.35	.33

For outside territories prices range about 3c lower per gallon than for delivery, Island of Montreal.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—	
Barrels, per lb., 3½c; ½ bbls., 3¾c; ¼ bbls.	0 04
Pails, 38½ lbs., $1.85; 25 lbs.	1 35
Cases, 2 lb. tins, 2 doz. in case	2 50
Cases, 5 lb. tins, 1 doz. in case	2 85
Cases, 10 lb. tins, ½ doz. in case	2 75
Cases, 20 lbs. tins, ¼ doz. in case	2 70
Maple Syrups—	
Pure, per 8½ lb. tin	0 75
Pure, in 15 gal. kegs, 8c per lb., or per gal.	1 00
Maple sugar, pure, per lb.	0 10 0 11

SPICES.—Business in this department keeps satisfactory and grinders say they have no cause to complain. Generally speaking their sales are well up to last year and with firm markets in almost every line they view the outlook with considerable favor. Prices are being maintained as last reported.

	5 and 10 lb. Tins.	¼ lb. pkgs., doz.	¼ lb. tins, doz.
Allspice	14—17	60—0 70	70—0 80
Cassia	22—27	72—0 90	80—0 90
Cayenne pepper	25—30	72—0 90	90—1 15
Cloves	30—35	1 08—0 95	..—1 08
Cream tartar	28—33	..—1 00	.....
Curry powder	..—35	.....	.....
Ginger, Cochin	18—20	.....	.....
Ginger, Jamaica	22—27	65—0 85	75—0 95
Mace	75—1 00	.....	..—2 75
Nutmegs	25—30	90—0 00	1 60—2 50
Peppers, black	18—20	67—0 75	80—0 90
Peppers, white	28—29	95—1 10	1 10—1 20
Pastry spice	20—27	65—0 95	75—1 10
Pickling spice	14—18	65—0 00	75—0 00
Turmeric	16—18	.....	.....

	Range for pure spices according to grade. Barrels	Pails or 3 cents below tins.
Cardamon seed, per lb., in bulk	1 80	2 25
Carraway—		
Canadian, per lb.	....	0 10
Dutch, per lb.	....	0 15
Cinnamon, Ceylon, per lb.	....	0 50
Mustard seed, per lb., in bulk	0 15	0 18
Celery seed, per lb., in bulk	0 30	0 35
Cayenne Chillies	....	0 25
Shredded cocoanut, in pails	0 18	0 20

RICE AND TAPIOCA. — Quietness rules in this market, as is usual at this time of year. Lines that require a lot of cooking are not generally favored at this time and consequently there is little demand for rice and tapioca just now. Prices are about as low as they can be expected to go and no change is looked for at present.

Rangoon Rices—	Per cwt.
Rangoon "B"	2 90
C.C."	2 80
India bright	3 05
Lustre	3 15
Fancy Rices—	Per cwt.
Polished	4 30
Pearl	4 50
Imperial Glace	4 80
Sparkle	5 00
Crystal	5 00
Snow	5 20
Ice drips	5 35
Carolina head	7 00

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.)

Imported Patna—	Per lb.	
Bags, 224 lbs.	0 05½	0 05¾
Half bags, 112 lbs.	0 05¾	0 05½
Quarter bags, 56 lbs.	0 05¾	0 05¾
Velvet head Carolina	0 09	0 10
Sago, brown	0 04½	0 05

NUTS.—There is no change in the nut market so far as the present stocks are concerned. As for new crop, advice from Spain indicates that there will be a good supply of filberts and from France the information comes that walnuts should be a satisfactory crop. Shelled nuts are still selling freely to the retail trade.

Shelled walnuts, per lb.	0 40	0 42
Shelled almonds, 28-lb. boxes, per lb.	0 45	0 46
Finest filberts	....	0 13
Pecan	0 17	0 18
Almonds	0 18½	0 20
Walnuts, Grenoble	0 18	0 19
Walnuts, Marbots	0 15	0 16
Brazils, new	0 13½	0 14½
Peanuts, No. 1, 13c; No. 2	....	0 11
Peanuts, No. 3(9½c; No. 4	....	0 09

DRIED VEGETABLES.—This market is without any special features at present. There is a moderate trade and market is steady.

Beans—		
Hand picked, per bush.	2 40	2 50
Canadian white, per bush.	2 10	2 25
Yellow, per bush.	....	2 75
Yellow eyes, per bush.	....	3 25
Lima, per lb.	....	0 08½
Peas, per bushel	2 25	2 40
Peas, Imperial green, per bush.	....	2 50
Barley, per bag	....	3 00

ONTARIO MARKETS.

TORONTO, July 8.—Business conditions remain in about the same channel, with opinions running from "fair" to "quiet," although there is general satisfaction in the trade in relation to the state of business in general. A leading wholesale house makes the statement that during the past two months their turnover represented a substantial increase over a year ago, but it was explained that this included a heavy volume of sugar business and on this of course the profit is close. Speaking generally of the effect of the financial depression on the grocery business, it has affected the business in fancy groceries, while there is practically no change in the demand for staples. It is also interesting to note that in most departments prices are inclined to be higher if anything, which shows that the groeery business generally is being conducted on close lines.

SUGAR.—The raw market after passing through a period of depression for the last two weeks, has recovered its tone and quite a number of sales have been made at fractional advances over the recent lowest. The decline on this side of the Atlantic was brought about by the downward tendency in Europe which brought beet sugars down to New York parity, and forced sales of Cuban to refiners, who were only indifferent buyers, at from a sixteenth to an eighth decline from the previous high quotation for prompts. During the past week a change to stronger sentiment has taken place with Europe up 3rd per cwt., and indications are good for the consump-

tion of refined. Refiners have felt warranted in coming into the market again and have bought heavily of crystals at 2⅜c off New York, which records an advance of a sixteenth over the recent lowest. This means a duty paid price at New York of 3.39 with refined selling at $4.30 less 2 per cent. In Canada there are no changes of importance to record. The demand on account of the poor strawberry crop has been disappointing but it is believed that there are not heavy stocks in the country, and that a normal consumptive demand can be anticipated. Prices remain unchanged with no special indications for the immediate future.

Extra Granulated Sugars, Montreal Refined—Per 100 lbs.	
100 lb. bags	4 51
20 lb. bags	4 61
10 lb. bags	4 56
2 and 5 lb. cartons	4 81
Second grade granulated, 100-lb. bags	4 41
Nova Scotia refined, 100-lb. bags	4 41
Western Ontario refined, 100-lb. bags	4 41
Extra Ground Sugars—	
Barrels	4 91
50 lb. boxes	4 11
25 lb. boxes	5 31
Powdered Sugars—	
Barrels	4 71
50 lb. boxes	4 91
25 lb. boxes	5 11
Crystal Diamonds—	
Barrels	5 26
100 lb. boxes	5 26
50 lb. boxes	5 36
Paris Lumps—	
100 lb. boxes	5 26
50 lb. boxes	5 36
25 lb. boxes	5 56
Cartons (20 to case)	7 31
Cartons (50 to case)	7 31
Crystal Dominoes, cartons	7 50
Yellow Sugars—	
No. 1	4 11

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

DRIED FRUITS.—There is not much activity in the dried fruits market but prices are strong. Some reports indicate damage to the new currant crop but these are not generally accepted and the new stock should come in on prices which will be in reasonable comparison with those of last year. The stocks of Valencia raisins are on close compass and wholesalers are shifting stocks among themselves.

Apples, evaporated, new per lb.	0 10½	0 11
Apples, evaporated, old, per lb.	0 09	0 10
Apricots—		
Standard, 25 lb. boxes	0 16½	0 18
Choice, 25 lb. boxes	0 18	0 18½
Fancy	0 22	0 24
Candied Peels—		
Lemon	0 10	0 12
Orange	0 10	0 12
Citron	0 16	0 17
Currants—		
Filiatras, per lb.	0 06½	0 06¾
Amalas, choicest, per lb.	....	0 07
Patras, per lb.	....	0 07½
Vostizzas, choice	....	0 09
Vostizzas, shade dried	0 10½	0 11
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 08½	0 09½
Fards, choicest, 60-lb. boxes	0 08	0 08½
Package dates	0 06¼	0 09
Hallowees	0 05¾	0 06
Prunes—		
30-40s, California, 25 lb. boxes	0 14	0 15
40-50s, 25 lb. boxes	0 13	0 14
50-60s, 25 lb. boxes	0 12½	0 12¾
60-70s, 50 lb. boxes	0 10½	0 11
70-80s, 50 lb. boxes	0 10	0 10½
80-90s, 50 lb. boxes	0 09½	0 10
90-100s, 50 lb. boxes	0 08¼	0 08½
25-lb. boxes, ¼c more.		
Peaches—		
Standard, 50-lb. boxes	0 07¼	0 08
Choice, 50-lb. boxes	0 09	0 10
25-lb. boxes, ¼c more.		
Raisins—		
Sultana, choice, new	0 06	0 10
Sultana, fancy, new	0 10	0 12
Valencia, new stock	0 07	0 08
Seeded, fancy, 1 lb. packets	0 10½	0 11
Seeded, choice, 1 lb. packets	....	0 10
Seeded, choice, 12 oz.	....	0 63½
Seedless, 16 oz., packets	0 10½	0 11
Seedless, 12 oz. packets	0 08½	0 09

SPICES.—This is the season for hot weather quietnesses in the spice market, and the trade is now beginning to take some interest in the fall demand. Reports indicate that crops are about normal, and, while prices are firm, there are no indications of any shortages as yet.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	0 10	0 13—0 15
Allspice, whole	....	0 12—0 15
Cinnamon, whole	....	0 20—0 25
Cinnamon, ground	0 17—0 18	0 20—0 25
Cinnamon, Batavia	....	0 25—0 35
Cloves, whole	....	0 25—0 30
Cloves, ground	0 18—0 23	0 28—0 30
Cream of tartar	0 18—0 21	0 32—0 34
Curry powder	....	....—0 25
Ginger, Cochin	0 12—0 15	0 18—0 21
Ginger, Jamaica, ground	0 15—0 18	0 22—0 25
Ginger, Jamaica, whole	....	0 22—0 25
Ginger, African, ground	....	....—0 16
Mace	....	0 75—1 00
Nutmegs, brown, 64s, 50c; 80s, 40c; 100s	....	....—0 35
Nutmegs, ground, bulk, 45c; 1 lb. tins	....	....—0 55
Pastry spice	....	....—0 25
Peppers, black, ground	0 10—0 14	0 17—0 20
Peppers, black whole	....	0 18—0 20
Peppers, white, ground	0 15—0 23	0 27—0 30
Peppers, white, whole	....	0 26—0 28
Pickling apice	....	....—0 15
Turmeric	....	0 25—0 35

SYRUPS AND MOLASSES.—With the hot weather there is a slackening of the demand in this market, and market is especially easy, with a tendency towards a weakness in corn, which, however, is still dear.

Syrups—	Per case.
2 lb. tins, 2 doz. in case	2 50
5 lb. tins, 1 doz. in case	2 85
10 lb. tins, ½ doz. in case	2 75
20 lb. tins, ¼ doz. in case	2 70
Barrels, per lb.	0 03½
Half barrels, lb.	0 03¾
Quarter barrels, lb.	0 04
Pails, 38½ lbs. each	1 85
Pails, 25 lbs. each	1 35

Molasses, per gallon—		
New Orleans, barrels	0 26	0 28
New Orleans, half-barrels	0 28	0 30
West Indies, barrels	0 22	0 24
West Indies, half barrels	0 24	0 26
Barbadoes, fancy, barrels	0 45	0 48
Barbadoes, fancy, half barrels	0 47	0 51
Maple Syrup—Compound—		
Gallons, 6 to case	4 40	4 80
½ gals., 12 to case	4 70	5 40
¼ gals., 24 to case	4 70	5 40
Pints, 24 to case	2 50	3 00
Maple Syrup—Pure—		
5 gallon cans, 1 to case	6 45	6 60
Gallons, 6 to case	6 60	8 00
½ gallons, 12 to case	6 95	7 25
Quarts, 24 to case, in glass	7 00	7 25
Pints, 24 to case	4 00	5 90
Maple Sugar—		
Pure, per lb.	....	0 12½
Maple Cream Sugar—		
24 twin bars	....	1 80
40 and 48 twin bars	3 60	4 85
Maple butter, lb. tins, dozen	....	1 90

BEANS.—There is a firm market for beans, and higher prices are prevailing. Hand-picked and prime Canadians are very scarce, the farmers' stocks having been cleaned up, while the new stock will not be until about the 1st of November, and in the immediate present there is practically nothing on which to figure a basis for the crop yield.

Beans—	Per bushel.
Canadian primes	2 30
Canadian H. P.	2 40
Canadian, extra H. P.	2 50
Yellow eyes	3 00 3 25
Brown	.... 3 25
Lima	0 07 0 08
Peas, blue Canadian, per bush	2 00 2 25
Peas, green, imported, bush	.... 2 40

RICE AND TAPIOCA.—With hot weather there is a weaker demand for rice and tapioca. Rangoon rice is at the bottom, and is not likely to be cheaper; but other varieties are coming freely, and lower prices are quoted for some grades of Patnas, Japans and Javas.

Rangoon, per lb.	0 03	0 04
Rangoon, fancy, per lb.	0 04	0 05
Patna, per lb.	0 05	0 06½
Japan, per lb.	0 05	0 07
Java, per lb.	0 06	0 07
Carolina, per lb.	0 10	0 11½
Sago—		
Brown, per lb.	0 05	0 05½
White, per lb.	....	0 05
Tapioca—		
Bullet, double goat	....	0 09½
Medium pearl	0 04½	0 05
Seed pearl	0 05	0 05½
Flake	....	0 09½

NUTS.—Demand for shelled nuts continues strong, and prices are firm, with stocks within comparatively narrow compass.

	Per lb.	
In shell—		
Almonds, Tarragona	0 18	0 18½
Brazils, medium, new	0 11	0 12
Brazils, large, wasbed, new	0 12	0 13
Chestnuts, peck	1 75	1 90
Filberts, Sicily, new	0 12	0 13
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 10½	0 11
Peanuts, fancy, roasted	0 09½	0 10
Pecans	0 17	0 18
Walnuts, Grenoble, new	0 16	0 17
Walnuts, Bordeaux	0 13	0 13½
Walnuts, Marbots	0 14	0 15
Shelled—		
Almonds	0 44	0 46
Filberts	....	0 27
Peanuts	0 11	0 12
Pecans	0 56	0 60
Waluuts, new	0 45	0 46

COFFEE.—Market generally maintains its strength in face of the weaker hot weather demand, although there is some easiness reported in Brazilians.

Coffee, Roasted—		
Bogotas	0 25	0 27
Guatemala	0 26	0 28
Jamaica	0 24	0 25
Java	0 30	0 32
Maricaibo	0 25	0 26
Mexican	0 25	0 27
Mocha	0 29	0 32
Rio	0 17	0 18
Santos	0 19	0 21
Chicory, per lb.	0 10	0 12

TEAS.—There is a distinctly easier feeling in primary markets for Ceylons and Indians, but on other hand, Japans are selling 2 to 3 cents above a year ago, and prices, therefore, are nearer top of the range. In sympathy with the Japans, Chinas have advanced about a cent.

Japans—		
Choicest	0 40	0 50
Choice	0 30	0 40
Fine	0 30	0 35
Medium	0 25	0 30
Good common	0 15	0 18
Ceylon—		
Broken Orange Pekoe	0 30	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—		
Pekoe Souchongs	0 19	0 20
Indian Pekoes	0 20	0 24
Ceylon Greens—		
Young Hysons	0 24	0 26
Hyson	0 22	0 24
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey gunpowder, pinhead	0 30	0 50
Moyune, gunpowder, pinhead	0 33	0 45

CANNED GOODS.

MONTREAL.—There was another advance in canned salmon this week, as intimated in last week's report. Cohoe's are up 5 cents, and are now quoted at $1.45 a dozen; red spring advanced 10 cents to $1.65, and red sockeye (outside of fancy brands) are up 10 cents to $2 a dozen. Gallon corn on cob has been a success, and last year's pack is already exhausted. For the last two months it has sold at a considerable advance on the opening prices. Demand has been very active for all kinds of canned goods, and jobbers report that stocks are being well cleaned up.

TORONTO.—Packers are finished with strawberries and spinach, the former being rather a short pack, and the latter showing a substantial, although, normal, increase. Peas are going up in good shape, but there are some complaints of unexpected shortage from the fact that pods are only partly filled; hot weather, too, is likely to interfere with the quality, which has been very good up to

the present. Tomato prospects are good, with large acreage in the Niagara district. Acreage generally is said to be less than a year ago, but packers are making an effort to get up large stocks of medium-price goods, and with anything like average yields the prices of staples will remain on a low basis. It is yet early to speak of corn and beans.

Salmon is now pretty well cleared up, so far as the better qualities are concerned, and the new stock will come in about 25 to 30 per cent. above a year ago, one dealer placing the basis at $8 or $8.50, as compared with $6 last year and $9.25 in 1912.

MANITOBA MARKETS.

Winnipeg, July 9.—The business outlook for July seems to promise a better month than was experienced in June. It is, however, a common occurrence for the first two weeks of a month to be better than the last two, and things may run a little more quietly later on. The volume of business at present being transacted, however, is highly satisfactory.

Crop conditions, upon which so much depends, are remarkably good. Business men are being a little alarmed by the long continued dry spell being experienced here. There has been no real rain since the 24th of May. Fortunately, however, Winnipeg is peculiar in this respect. Southern Manitoba has been blessed with more showers than in the last five years. Such also is the cheering word which comes from various centres. Saskatchewan and Northern Alberta have been visited by regular rainfalls. For a time Southern Alberta seemed to be in the same position as Winnipeg—unable to get any showers. A change came there, however, in time to save the crop, though it is hardly likely the yield from this district will be as large as from Northern Alberta.

SUGAR AND SYRUP.—Sugar is stronger. While New York raws weakened somewhat early in last week, they have now recovered, and there seems every chance of their going higher even than on the last advance. If this happens, there is little doubt but that Canadian prices will move upward.

	Per cwt. in sacks.
Sugar, Eastern—	
Extra standard granulated	4 90
Extra ground or icing	5 40
Powdered	5 20
Lumps, hard	5 85
Montreal, yellow	4 60
Sugar, B.C.—	
Yellow sugar	4 25
Bar sugar	5 05
Icing sugar	5 25
Powdered sugar	5 05
H. P. lumps	5 75
Sugar packed in barrels, 5c per cwt. more.	
Sugar, Western Ontario—	
Sacks, per 100 lbs.	4 80
Barrels, per cwt.	4 75
Halves, 50 lbs., per cwt.	4 80
Bales, 20 lbs., per cwt.	4 85
Powdered, barrels	5 10
Powdered, 50s	5 45
Powdered, 25s	5 75
Icing, barrels	5 40
Icing, 50s	5 65
Icing, 25s	5 80
Icing, pails	5 70
Cut loaf, barrels	5 50
Cut loaf, 50s	5 75
Cut loaf, 25s	6 00
Corn Syrups—	
Barrels, per 100 lbs.	4 25
Cases, 20-lb. tins, ¼ doz. in case	2 77
Cases, 10-lb. tins, ½ doz. in case	2 76
Cases, 5-lb. tins, ½ doz. in case	2 88
Cases, 2-lb. tins, 2 doz. in case	2 48
American, 2-lb. tins, 24 tins case, case	2 40
American, 5-lb. tins, 12 tins case, per case	2 76
American, 10-lb. tins, 6 tins case, per case	2 65
American, 20-lb. tins, 3 tins case, per case	2 66
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	2 85
5-lb. tins, 1 doz. to case, per case	3 20
10-lb. tins, ½ doz. to case, per case	3 00
20-lb. tins, 3 tins to case, per case	2 95

(Tbese prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Letbbridge. For Edmonton and Saskatoon tbey are 5c case higher.)

	Per gal.
Molasses—	
Barbadoes	0 49
New Orleans	0 31
Maple Syrups—	**Per case.**
Imperial quarts, case 2 doz.	5 40
Imperial ½ gals., 1 doz.	5 55
New, pure, ½ gal., case	9 00
New, pure, ½ gal., quarts, case 2 doz.	9 20
New, pure, quart bottles, case 2 doz.	9 75

DRIED FRUITS.—The only price change noted here is in prunes—an advance in all lines of a ¼c per lb. having been struck. From California there continues to come word of a large peach crop. Everything points towards a low price for this line. Apricots are not yet on the market, but are expected in a very few days. They will be quoted at the prices listed below.

Apples, evaporated, new, per lb.	0 11
Apricots, choice, 25's	0 15¾
Apricots, choice, 10's	0 16¾
Apricots, standard, 25's	0 14
Currants—	
Dry clean	0 07
Washed	0 07⅝
1 lb. package	0 08
2 lb. package	0 16
Vostizzas, 1 lb.	0 10¼
Dates—	
Hallowi, loose, per lb.	0 05¾
Hallowi, 1 lb. pkgs.	0 07
Fard dates, 12-lb. boxes	1 00
Peaches—	
Standard, 25-lb. boxes	0 07½
Choice, 25-lb. boxes	0 07¾
Extra choice, 25-lb. boxes	0 08¾
Prunes, in 25-lb. boxes—	
90 to 100	0 07¾
80 to 90	0 08¼
70 to 80	0 10¾
60 to 70	0 11¾
50 to 60	0 12¼
40 to 50	0 13¼
Raisins, Valencias—	
Extra select Valencias, 28's, box	2 15
Raisins, Sultanas—	
California	0 09¾
Smyrnas	0 08 0 12½
Raisins, Muscatels—	
3 crown loose, 50s	0 08¾
3 crown, loose, 25s	0 09
Choice seeded, lb.	0 09¾
Extra fancy seeded, lb.	0 10
Raisins, Australians—	
Lexias, 56-lb. boxes	0 08½

BEANS.—Beans are still strong, having advanced about 10c a bushel in the Ontario market. This advance will take place here as soon as present stocks are exhausted. Any dealers whose stocks of beans are low would do well to buy now. Such a purchase could hardly fail to yield a good profit.

Beans—	
Austrian, hand picked	2 35
3 lb. picker	2 10
Cal. Lima, per lb.	0 07
Peas—	
Pot, per sack, 98 lbs.	3 10
Pearl, per sack 98 lbs.	4 60
Split peas, sack, 98 lbs.	3 30 3 40
Whole peas, bushel	2 00

NUTS.—No change whatever in this market—very little ordering of this line.

Almonds, Tarragona	0 18½
Brazils	0 14½
Filberts, Sicily	0 13¼
Peanuts, Jumbos, roasted	0 11¾ 0 14
Peanuts, choice, roasted	0 10½
Peanuts, fancy, roasted	0 11½
Pecans	0 20½
Walnuts, Grenoble	0 17
Walnuts, Marbot	0 14
Shelled—	
Almonds	0 44
Walnuts	0 41

Saskatchewan Crops and Market Situation

REGINA, July 8 (Special by wire).—Encouraging crop reports continue to come in from almost all sections of Saskatchewan. In some instances it is stated that the crop will not be up to the average, but generally speaking the growing grains are doing splendidly. The present warm spell following the showery weather has rapidly advanced the growth of the crops in this province. On the light sandy soils of the southwestern portion, the crops are suffering from lack of rain and in that territory, wheat will not exceed seventeen bushels to the acre. Elsewhere the showers of last week have left the soil in good condition.

Wheat is from fifteen to twenty inches high and is beginning to head out. In the North Battleford district fields of Marquis wheat are thirty-four inches in height and headed out.

Crops on summer fallow and new breaking are making the best showing, especially on well prepared summer fallow. No damage has been sustained from any cause except drifting by high winds and a slight frost on the 25th of June. Fifty-five per cent. of the summer-fallow acreage is now already plowed.

From some districts come reports to effect that the grain in some instances shows signs of being short in the stalk, this being especially true of the coarser grains. Gophers are said to be very plentiful this season and doing some damage.

July 1 was ushered in by an exceptionally warm wave, which continued for some days. Following as it did upon a time of considerable rainfall, the effect upon the crops of Saskatchewan has been magical, growth having been very rapid in some instances. Since the last report, no more damage to the crops has been reported by hail, and at this time of year this is looked upon as most encouraging.

General Market Conditions.

The Saskatchewan market continues quiet. Business, however, is good. Dealers declare that little or no strawberries are being canned this year by householders. The general movement of fruit is slow, owing largely to the tight money markets. Heavy shipments of British Columbia small fruits into the Saskatchewan market are expected. B.C. cherries will be in the market about July 10, at about $2.25 to $2.50 ease.

A very big crop of cherries is re-

ported in British Columbia, and local dealers say there will be all kinds of fruit on market for canning purposes between July 10 and 15. Cherries which reach the Saskatchewan market are grown largely in the Okanagan Valley.

The largest crop of raspberries ever grown in British Columbia is reported this year. A car left the fruit fields at the end of last week for the Saskatchewan market, with nothing else but raspberries. This is the first time that this commodity has ever been shipped from the B.C. market in car lots. It is expected that between 15 and 20 car loads will be disposed of in the West this summer. The prevailing price will probably be about $3 per case, retailing at about 15 cents per pint. American raspberries are already on the market bringing between $3.50 and $3.75 per case.

Okanagan new potatoes are in the market this week, and potatoes in car lots are on their way from B.C. Washington small fruits are commencing to arrive and will give place to a large extent to the California small fruits now on the market.

Produce and Provisions—		
Butter, creamery, per lb.	0 26	0 27
Butter, dairy, No. 1, 20c; No. 2	0 15	0 18
Cheese, per lb.	0 16	0 16¼
Eggs, fresh, per doz.	....	0 19
Lard, 3's, per case	....	7 50
Lard, 5's, per case	....	7 45
Lard, 10's, per case	....	7 40
Lard, 20's, each	....	2 45
Dried Fruits—		
Apricots, choice, Cal., 25 lb. boxes.	....	.20
Currants, gulf cleaned	....	0 08¼
Figs, natural 6's	....	0 06¾
Evaporated apples, per lb.	0 11½	0 12¼
Dried peaches, 25s	0 08	0 08½
Dried peaches, choice, 25s	0 09½	0 11
Prunes, 70-80, 25s	....	0 11¼
Raisins, muscats, 50s	....	0 08¾
Raisins, muscats, 25s	....	0 09
Raisins, Valencias, select, 28s	2 35	2 65
Raisins, seeded, choice	0 07½	0 09⅜
Green Fruits and Vegetables—		
Apples, American, box	3 25	3 50
Apples, B.C., box	....	3 00
Celery, Cal., doz.	....	1 25
Grape Fruit, Florida	....	6 80
Lemons, Messina	....	6 90
Lemons, California	7 50	8 50
Oranges, navel	3 75	4 15
Onions, Australian	....	5 25
Rhubarb, 40-lb. box	....	1 75
Raspberries	3 50	3 75
Potatoes, new	....	2 50
Potatoes, old	1 25	1 50
Pineapples	....	5 00
Strawberries	3 75	4 25
Tomatoes, Cal., case	2 39	2 65
Tomatoes, Florida	5 00	5 50
Nuts—		
Almonds, whole	0 17¼	0 18¼
Brazil	0 18	0 21
Filberts	....	0 14½
Walnuts, shelled, 46c; in shell	....	0 19
General—		
Beans, Ontario, per bushel	2 00	2 50
Beans, Austrian	....	2 65
Coffee, whole roasted, Rio	....	0 17
Potatoes, per bushel	....	1 50
Flour, 98's, $2.75; rolled oats, 80's	....	1 80
Rice, per cwt.	....	3 90
Sugar, standard, gran., per cwt.	....	5 37
Sugar, yellow, per cwt.	....	4 87
Canned Goods—		
Apples, gals., case, $1.61-$1.91, doz.	....	3 80
Corn, standard, per 2 dozen	....	2 21
Peas, standard, per 2 dozen	2 00	2 05
Plums, Lombard	2 10	2 21
Peaches	....	2 91
Strawberries and raspberries	....	4 20
Tomatoes, standard, per dozen	....	2 65
Salmon, Sockeye, 4 doz. case, 1s	8 50	9 00
Red springs, 1s	....	6 70
Coboes, 1's, $5.50; bump back, 1's	....	3 60

ALBERTA MARKETS.

(By Wire.)

CALGARY, Alta., July 9.—A number of price changes are recorded. Lard has followed the eastern market downwards. Dried fruits are up substantial fractions and the supplies are small. Locally there is some cutting in the prices of canned goods as indicated.

Produce and Provisions—		
Butter, creamery, per lb.	....	.28
Butter, dairy, No. 1, 23; No. 2	....	0 21
Cheese, per lb.	0 16	0 16¼
Eggs, fresh, per case	7 10	7 25
Lard, 3's, per case	....	7 80
Lard, 5's, per case	....	7 75
Lard, 10's, per case	....	7 65
Lard, 20's, case	....	9 90
Dried Fruits—		
Apricots, choice	....	.25
Currants, gulf cleaned	....	.08
Figs, natural 6's		..off market
Evaporated apples, per lb.	0 11½	0 12½
Dried peaches, 25s, choice	0 08½	0 09
Prunes, 70-80, 25s	....	0 12
Raisins, muscats, 50s	....	0 08¾
Raisins, muscats, 25s	....	0 09
Raisins, Valencias, select, 28s	2 35	2 65
Raisins, seeded, choice	....	0 08¼
Green Fruits and Vegetables—		
Apples, Wash., box	....	3 25
Celery, Florida, per crate	....	4 00
Grape Fruit, Florida	6 75	7 00
Lemons, California	7 00	800
Oranges, navel	3 25	4 75
Onions	....	5 00
Tomatoes, crate	6 00	6 50
Nuts—		
Almonds, whole	0 17¼	0 18
Brazil	0 18	0 21
Filberts	....	0 14½
Walnuts	....	0 19
General—		
Potatoes, per cwt.	2 00	2 50
Potatoes, new	....	4 25
Beans, Ontario, per bushel	2 00	2 50
Beans, Austrian	....	2 65
Coffee, whole roasted, Rio	....	0 17
Rice, per cwt.	0 04	0 06½
Sugar, standard, gran., per cwt.	....	5 50
Sugar, yellow, per cwt.	....	4 85
Canned Goods—		
Apples, gals., case, doz.	....	4 00
Corn, standard, per 2 dozen	....	2 40
Peas, standard, per 2 dozen	....	2 00
Plums, Lombard	2 40	2 60
Peaches	....	4 00
Strawberries and raspberries	....	4 50
Tomatoes, standard, per dozen	....	2 50
Salmon, Sockeye, 4 doz. case, 1s	....	8 75
Red Springs, 1s	....	7 00
Coboes, 1s	....	4 00

NEW BRUNSWICK MARKETS.

By Wire.

St. John, July 9.—Markets are unchanged, and business is up to standard. Ontario flour is tending lower. Advices to local dealers are that it will be further down, while Manitoba advices indicate strengthening in patents. The sugar market is unchanged, but an increased demand is reported, and dealers look for a stronger tone in the market. Beans are firmer. Cornmeal in bags is lower at $1.75, but the change is thought to be only local through increased competition. Pure lard is firmer at 13¾c to 14¼c, and compound unchanged. The potato supply is very short, depending on new stock to relieve the market. The price is unchanged, but some dealers are almost entirely cut. Small quantities of eggs are offered at higher prices, with supply growing scarcer. Butter is also scarce with the approach of the haying season.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.	....	0 17
Beef, barrel	23 75	25 00
Beef, corned, 1 lb.	2 55	2 75
Beef, corned, 2 lb.	4 25	4 85
Pork, American clear, per bbl.	24 25	26 25
Pork, domestic, per bbl.	....	29 50
Butter, dairy, per lb.	0 21	0 22
Butter, creamery, per lb.	0 25	0 26
Cheese, new, lb.	0 14	0 14¼
Eggs	0 22	0 24
Lard, compound, per lb.	0 11½	0 11¾
Lard, pure, per lb.	0 13¾	0 14¼
Flour and Cereals—		
Cornmeal, gran.	....	5 50
Cornmeal, ordinary, bags	....	1 80
Flour, Manitoba, per bbl.	....	6 45
Flour, Ontario, per bbl.	....	5 65
Rolled oats, per bbl.	....	5 40
Oatmeal, standard, per bbl.	....	5 95
Fresh Fruits and Vegetables—		
Lemons, Messina, box	3 50	4 00
Oranges, Val., case	4 00	5 50
Potatoes, barrel	....	2 25
Sugar—		
Standard granulated	4 60	4 70
United Empire	4 50	4 60
Bright yellow	4 40	4 50
No. 1 yellow	4 10	4 20
Paris lumps	5 30	5 60

FISH AND OYSTERS.

MONTREAL.—Market is fairly active and on the whole prices have a tendency to sag. All the seasonable varieties of fish are arriving in good quantities, except dore and brook trout. Salmon has come down this season to a level in price which has not been seen for a number of years, but as the bulk of the fish are now up the rivers, the arrivals will be much lighter from now on and as a consequence prices will advance. Catches of mackerel have also been exceptionally large, and both United States and this market have been glutted for a time. Now fishing has been stopped in many places, so that production is reduced and prices will improve. The first salt fish of the season have put in an appearance and the height of the season will be here in a few weeks. Until then prices will be high, though the arrivals on the American market are fairly good. Shell fish, bulk and shell oysters, and clams are without any special feature and selling in a moderate way at sustained prices.

TORONTO.—There is only a hot weather business being done in fish, some of the fresh varieties being in fair demand. Prices are unchanged from last week.

FRESH FISH.

	Montreal	Toronto
Halibut, fancy, express, per lb.	0 11	0 10
Haddock, fancy, express, lb.	0 04	0 06
Steak cod, fancy, express, lb.	0 07	0 07
Market cod, per lb.	0 05	....
Flounders, fancy, express, lb.	0 06	0 08
Gaspe salmon, per lb.	0 13	0 18
Buck shad, fancy, express, each	0 30	....
Roe shad, fancy, express, each	0 60	0 80
Shad herring (Gaspereaux), each	0 02½	0 03
Dressed bullheads, per lb.	0 12	....
Brook trout, per lb.	0 30	....
Whitefish, per lb.	0 12	0 12
Lake trout, per lb.	0 12	0 15
Bluefish, per lb.	0 12	0 12
Herrings, per 100 count	1 50	1 75
Herring	....	0 07
Dore, per lb.	0 14	0 12
Mackerel, per lb.	....	1
Striped bass, per lb.	0 12	0 15
Pike, per lb.	0 08	0 08
Perch, per lb.	0 05	0 07
Sea bass, lb.	....	0 12

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb.	0 08	0 08
Haddies, 15-lb. and 30-lb. boxes, lb.	.07½-.08	.08-.09
Haddies, fillets, per lb.	.11	.11
Haddies, Niobe, bon'eless, per lb.	.10	.10
St. John bloaters, 100 in box	1.00	1.20
Yarmouth bloaters, 60 in box	1.20	1.20
Smoked herrings, medium, box	.16	.15
Smoked boneless herrings, 10-lb. box	1.00	1.15
Kippered herrings, selected, 60 in box	1.00	1.25
Kippered herrings, ordinary, 60 in box	1.10	1.20
Smoked salmon, per lb.	.22	.23
Ciscoe herrings, basket of 15 lbs.	1.75	1.80
Smoked eels	.12	.10
Smoked halibut	....	.20

FROZEN FISH—SEA FISH.

	Montreal.	Toronto.
Salmon—Gaspe, large, per lb.	....	.12
Salmon, red—steel heads, per lb.	.12-.13	.12-.13
Salmon, red—sockeyes, per lb.	.10-.11	.11
Salmon, red—Coboes or silvers, lb.	.10	.11
Salmon, pale qualla, dressed, per lb.	.07-.07½	.08½
Salmon, pale qualla, dressed, per lb.	.07-.07½	.06½-.09
Halibut, white western, large and medium, per lb.	.07½-.08	.09
Halibut, eastern chicken and medium, per lb.	.10-.11	...
Mackerel, bloater, per lb.	.07-.08	.09
Haddock, medium and large, lb.	.05½-.06	.07-.08
Market codfish, per lb.	.05-.05½	.07-.08
Steak codfish, per lb.	.06½-.07	.09
Canadian soles, per lb.	.08	...
Blue fish, per lb.	.16-.17	.15

FROZEN—LAKE AND RIVER.

White fish, large, per lb.	.10-.11	.10-.11
White fish, small tullibees, per lb.	.06½-.07	.06½
Lake trout, large and medium, lb.	.11-.12	.12
Dore, dressed or round, lb.	.09-.10	.09-.10
Pike, dressed and beadless, lb.	.06½-.07	.06
Pike, round, per lb.	.06-.06½	.07-.08

FLOUR and CEREALS

Lower Prices on Some Big Orders, But Prices to Grocer the Same

The Flour Situation is Easier and Reductions May be Looked for When the New Crop Comes in—Rolled Oats Took a Temporary Slump and Prices May be Lower if Crop Prospects Hold.

MONTREAL.

FLOUR.—Export trade is reported very quiet, prices in the English market being so low as not to warrant shipping flour to the other side. In the local market there is still an easy feeling, but prices are still the same as at last report. Sales are very light, and it is evident that most of the dealers are pretty well stocked.

	per bbl.
Manitoba Wheat Flour—	
First patents	5 60
Second patents	5 10
Strong bakers'	4 90
Flour in cotton sacks, 10 cents per barrel more.	

	Car lots.	Small lots.
Winter Wheat Flour—		
Fancy patents	5 25	5 50
90 per cent.	4 90	5 10
Straight roller	4 70	4 90
Blended flour	4 85	5 25

CEREALS.—There was a reduction of 10 cents in rolled oats last week, but it was only in effect for a few days, for 60-day delivery. Quite a number of orders were booked at reduction. Prices have now gone back to former figure. Cornmeal is quiet and business in all lines of cereals is rather dull at present.

	Per 96-lb. sack
Cornmeal—	
Kiln dried	2 10
Softer grades	1 95
Rolled Oats—	90's in jute
Small lots	2 25
25 bags or more	2 15
Rolled oats in cotton sacks, 5 cents more.	
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.	
Rolled wheat—	100-lb. bbls.
Small lots	2 85
Homiuy, per 96-lb. sack	2 50

MILL FEEDS.—All grades of feed are a little easier though there has been no actual change in quotations. Recent heavy rains have had the effect of improving grass crops and there has been an easing off in the demand for feeds in consequence.

Mill Feeds—	Car lots, per ton
Bran	23 00
Shorts	25 00
Middlings	28 00
Wheat moulee	28 00
Feed Flour	33 00
Mixed, chop, ton	30 00
Crushed oats, ton	30 00
Barley, pot, 98 lbs.	2 75 3 00
Oat chop, ton	30 00
Barley chop, ton	30 00

TORONTO.

FLOUR.—Although millers are maintaining prices, lower quotations on wheat are having their effect and big jobbers report that within the past week or so declines of about twenty cents have taken place. Some cutting has been done but millers report that they do not see why prices should go down. It is quite evident, however, that there will be no export business done on the present basis with the prevailing conditions in the States. Manitoba quotations remain unchanged but with present crop prospects holding there should be lower prices with the new wheat. Rain is needed in some sections but generally the country has not suffered. In Ontario the harvest season is at hand and a 75 per cent. crop is now estimated as compared with a 60 per cent. yield of a month ago. Rains have benefited the country greatly and the spring crops are all looking good.

	Small lots. per bbl.	Car lots. per bbl.
Manitoba Wheat Flour—		
First patent	5 70	5 50
Second patent	5 20	5 00
Strong bakers	5 00	4 80
Flour in cotton sacks, 10c per bbl. more.		

	Small lots. per bbl.	Car lots. per bbl.
Winter Wheat Flour—		
Fancy patents	5 20	5 00
90 per cent.	4 80	4 60
Straight roller	4 70	4 50
Blended flour	5 05	4 65

CEREALS—Prices continue on same basis although there was a flurry during latter part of last week when price of rolled oats went down ten cents a barrel, but the decline was only temporary. The future situation is now almost entirely under the influence of the new crop and if reports continue favorable lower prices may be looked for. Cornmeal is still within the same range although there is an easier tone to the market.

Barley, pearl, 98 lbs.	....	4 50
Barley, Dutch pearl, 98 lbs.	....	4 75
Buckwheat grits, 98 lbs.	4 75	5 00
Corn flour, 98 lbs.	....	2 50
Cornmeal, yellow, 98 lbs.	2 30	2 45
Graham flour, 98 lbs.	....	2 70
Hominy, granulated, 98 lbs.	2 50	2 60
Hominy, pearl, 98 lbs.	2 50	2 60
Oatmeal, standard, 98 lbs.	2 50	2 65
Oatmeal, granulated, 98 lbs.	2 50	2 65
Peas, Canadian, boiling, bush.	2 00	2 25
Peas, split, 98 lbs.	3 35	3 45
Rolled oats, 90-lb. bags	2 30	2 40
Rolled wheat, 100-lb. bbl.	3 15	3 30
Rye flour, 98 lbs.	2 75	3 00
Wheatlets, 98 lbs.	2 90	3 10
Whole wheat flour, 98 lbs.	....	2 50

MILL FEEDS.—Prices for mill feeds are continuing to hold although they have for some time been easier within the same range and this refers particularly to bran. Millers are finding some consolation in this department for the easier prices in flour on the easy wheat situation.

Mill Feeds—	Mixed cars, per ton	
Bran	23 00	25 00
Shorts	25 00	27 00
Middlings	27 00	28 00
Wheat moulee	28 00	30 00
Feed flour, per bag	1 55	1 60

WINNIPEG.

FLOUR AND CEREALS.—The demand here continues steady. No change in prices are noted, and none are expected immediately.

	Per bbl.
Manitoba Wheat Flour—	
First patents	5 30
Second patents	4 70
Strong bakers'	3 90 4 00
Cereals—	
Rolled oats, per 80 lbs.	1 75 180
Oatmeal, fine, standard and gran'd, 98 lbs	2 25

CATERING TO CHINESE TRADE.

It is not an uncommon sight to see a notice in Chinese characters displayed in bank windows. This must attract a lot of business. S. G. Freeze goes one step further, and pulls the Chinese trade to his store in Calgary, Alta. It is one of the policies of his store to treat everybody alike. The clerks are instructed to be, if anything, a little more polite to colored people, as they are apt to be more sensitive than white people.

In a prominent place in the Freeze store a Chinese sign is prominently displayed. It tells the Chinaman that his countrymen are treated the same in this store as the white man, and that he can be supplied with everything required for the laundry, or for a Chinese restaurant.

Behind this notice is a price list, containing prices of bluine, starch, washing soda, soaps, clothes pins, chloride of lime, etc., the names and prices appearing in both Chinese and English characters. He can order from this, and the clerk can see at a glance what he requires. This is an excellent plan, because many Chinese in laundries cannot speak English beyond uttering the words soap, soda, etc.

There is another value in this method. It is stated that Chinamen have been "stung" so often, when they go to a store and place their orders, they ask that it be sent C.O.D. In such cases it is only necessary to show them this sign to assure them that they will get square dealing.

C. H. Nash, general merchant, was among those to suffer loss by fire in a big blaze at Carbon, Sask.

Two of Cobourg's corner grocery stores were victimized by bogus cheque artists. Both the victims were women, one being swindled out of $10 and the other $20.

Health, habits, study, ambition, work are the five most important things we all should watch and strive for.

FRUIT & VEGETABLES

Old Potatoes Now $2.25 a Bag; Fruits and Vegetables Plentiful

Situation Shows Old Tubers to be About Cleaned up and Outlook for a Short Crop This Year—The End of the Strawberry Season, But Raspberries and Blueberries are in.

MONTREAL.

GREEN FRUITS.—Strawberries have been in good supply lately though the price has not fallen much below 13 cents a box, except for "shorts," which have sold as low as 10 cents. The height of the season has now been passed so far as native berries are concerned. Lower province berries will likely be along now. Pineapples are up 75 cents since last week but otherwise there has been little change in prices. There is a good business in general at present and the outlook is considered satisfactory.

Apples—		
Ben Davis, No. 1	....	5 00
No. 1 Cooper's Market, box	....	3 00
No. 1 Winesaps, box	....	3 00
Bananas, crate	2 00	2 50
Grapefruit, 54-64-80-96 size, case	4 00	5 50
Cocoanuts—		
100 to 150 size	....	4 25
Lemons, Messinas—		
Extra fancy, 300 size	....	5 50
Fancy, 300 size	4 50	4 50
Choice, 300 size, bags	....	4 00
Limes, small boxes	....	1 25
Oranges—		
Sorrentos, 200 size, per box	....	3 00
California, late Valencia, 176-200-216-250-288	....	3 50
California, 126-150 size, box	....	3 75
California, 80 and 96 size, box	....	3 00
Pineapples—		
24 size	....	4 75
30 size	....	4 25
Canadian strawberries, per box (qts.)	0 14	0 16
California cantaloupes, per crate of about 45	....	4 00
Watermelons, each	....	0 50
Peaches, per box	1 50	1 75
Plums, per crate	1 75	2 50
Apricots, per crate	....	2 00
Cherries, California, box	....	3 00
Pears, California, half box	....	2 75
Pears, Cal., box	....	4 50

VEGETABLES.—Old potatoes are scarce and New Brunswick stock are now being held at $2 a barrel, while Quebec tubers are worth $1.50 to $1.75. Native vegetables are coming in more freely all the time and the tendency in most cases is for lower prices. Among the new arrivals this week are native beans and peas and cauliflower. Jersey tomatoes, in bushel crates, are being offered at $2.25 to $2.50.

Asparagus, Canadian, per doz.	....	3 00
Asparagus, small bunches—		
2½ doz. (baskets)	1 50	1 75
Beans, wax, basket, Maryland	2 50	2 75
Beans, green, crate, Maryland	2 50	....
Beans, native, bushel, 17-20 lbs.	....	3 00
New beets, doz.	....	0 75
Cabbage, per dozen	....	1 00
Cabbage, new, per crate	2 25	2 50
Carrots, new, doz.	0 40	0 50
Cauliflower, native, doz.	1 50	3 00
Wash. celery, per doz.	....	1 50
Cucumbers, baskets	1 75	2 00
Egg plant, per dozen	2 50	3 00
Lettuce, Boston, box	1 75	....
Canadian lettuce, per box, 3 to 4 doz.	1 00	....
Mushrooms, basket, 4 lbs.	....	2 50
Onions—		
Spanish, per case	....	5 25
New Egyptian, per lb.	0 05½	0 06
Texas white and yellow, crate 50 lbs.	3 00	3 50
Shalottes, per dozen bunches	0 50	0 60
Parsnips, bag	....	2 50
Parsnips, new, per doz. bunches	....	3 00
Parsley, Canadian, per doz. bunches	0 50	0 60
Peas, native, bushel, 17-20 lbs	1 00	1 25
Peppers, green, 3½ qt. basket	....	0 75
Potatoes—		
New potatoes, Virginia, barrel	....	5 00
Green Mountains, $2; Quebec	1 50	1 75
Potatoes, new, sweet, Jersey, hpr.	....	2 50
Radishes, per doz. bunches	0 10	0 25
Rhubarb, dozen	0 15	0 25
Spinach, Montreal, in boxes	....	0 50
Sour grass, per box	1 00	1 25
Turnips, Quebec, bag	....	1 50
Turnips, Canadian, bag	....	1 00
Tomatoes, Mississippi (4-bkt. crate)	1 35	1 50
Tomatoes, Jersey, bushel crates	2 25	2 50

TORONTO.

GREEN FRUITS.—Market is now at its height and heavy consignments are being received. Crops are reported to be good, with exception of peaches; cherries are particularly cheap. Blueberries and raspberries have been added to the list and the last of strawberries are being cleared up. Raspberries promise to show a good yield.

Apricots	1 75	2 00
Apples—		
American, box	2 00	2 25
Bananas, per bunch	1 50	2 00
Blueberries	....	0 16
Cantaloupes, crates	....	4 00
Cocoannts, sack	....	3 50
Cherries, cooking, basket	0 50	0 75
Cherries, eating, basket	....	1 25
Cherries, case	2 25	2 50
Grapefruit, Florida, case	3 75	4 50
Oranges—		
California late Valencias	....	3 25
Oranges, M. sweets	....	3 00
Lemons, Verdilla	5 00	5 50
Limes, per 100	....	1 50
Pineapples, Cuba, case	3 50	3 75
Plums, crate	1 50	1 75
Peaches, crate	....	1 75
Peaches, Georgia, 6 bas. crate	....	3 50
Strawberries, Canadian	0 13	0 15
Gooseberries, medium fruit, basket	0 50	0 60
Gooseberries, large fruit, basket	....	1 25
Raspberries, quart	0 16	0 18

VEGETABLES.—The weather for vegetables has been splendid and there are changes practically throughout the entire list. The feature of the market is the price to which potatoes have soared. the last of the old stock bringing in $2.25 a bag. New potatoes too, instead of getting cheaper, are inclined to go up in price on reports that there is only about a two-thirds crop in the States and that the frost did considerable damage to the Canadian plants. Canadian tomatoes are now coming by the basket and will be plentiful from now on with declining prices.

Asparagus, Canadian, basket	1 50	2 00
Beets, Canadian, new, per doz. bchs.	....	0 25
Beans, Canadian, basket	....	1 00
Green and wax beans, hamper	....	2 25
Cabbage, new, Southern, case	2 00	2 25
Cabbage, Canadian, crates	....	2 50
Cabbage, Canadian, bush.	....	1 15
Carrots, Florida, hamper	....	1 50
Carrots, Canadian, new, doz. bunches	....	0 35
Cauliflower, crate	....	1 50
Cucumbers, Florida, hamper	....	2 00
Cucumbers, Canadian hothouse, bkt.	....	1 25
Celery, doz.	....	1 35
Lettuce, doz.	0 25	0 50
Mushrooms, per lb.	0 60	0 75
Onions—		
Egyptian, bag	5 50	6 25
Green, doz.	0 10	0 15
Green, long, box	....	1 50
Green peppers, basket	....	1 25
Potatoes, New Brunswick, per bag	....	2 25
Potatoes, new, bbl.	5 50	5 60
Peas, Canadian, basket	....	0 75
Parsley, basket	....	0 65
Rhubarb, per dozen	....	0 30
Spinach, Canadian, bush.	0 40	0 50
Tomatoes, Mississippi, crate	....	1 35
Tomatoes, Canadian, basket	....	1 25
Radishes, Can., per doz.	....	0 25
Watermelons	....	0 50

WINNIPEG.

FRUITS.—A number of price changes are noted, perhaps the most important being a further advance in lemons, now being quoted at $7. There is a big demand for lemons, and the supply seems far from plentiful. Raspberries are now being quoted at $2.50 per crate. They are fairly plentiful. California peaches are down in price 25c. Plums also have taken a drop, and cherries, too, tend downward. Indications are that peaches will go considerably lower, for the California crop is evidently going to be very large.

Apples—		
Wine saps, Spitz, ex. fancy, box	....	3 00
Fresh Cal.	....	2 00
Bananas, lb.	....	0 04
Cherries, Wash.	1 50	2 00
Grapefruit, 54-64-80 size, case	5 00	5 50
Lemons—		
California	....	7 00
Messina	....	6 00
Melons, per dozen	....	6 00
Oranges—		
California Valencias	....	4 00
Pineapples, Florida, crate	4 50	5 00
Peaches, fresh, Cal.	....	1 50
Plums, fresh, Cal.	1 50	2 00
Raspberries, per crate	....	2 50

VEGETABLES.—Little change is noted here, except that potatoes are even scarcer than they have been. Onions are more plentiful, a number of cars reaching Winnipeg during the past week. Asparagus has been advanced as quoted.

Asparagus, doz.	....	1 25
Beets, new, bag	....	3 50
Cabbage, Mississippi, crate	....	3 00
Carrots, new, bag	....	3 50
Florida celery, crate	....	5 00
Cucumbers, extra fancy, hothouse, doz.	....	1 25
Green peas, lb.	....	0 12½
Green pepper, crate	....	5 00
Head lettuce, Minnesota, hampers	....	3 50
Head lettuce, Cal., crate	....	4 50
Leaf lettuce, doz.	....	0 25
Onions—		
Cal., bag	....	5 00
Parsley, per doz. bunches	....	0 60
New potatoes, per bbl.	....	6 00
Potatoes, old, Southern, bush.	....	1 40
Radishes, doz.	....	0 25
Tomatoes, Florida, per crate, 6 bkts.	....	4 50
Turnips, new, bag	....	3 50
Shallots, per doz.	....	0 60

WAREHOUSE TO BE LARGER.

The Boston Globe of June 4 contains a reference to a Canadian firm which has invaded the United States market—The Salada Tea Co. It will be remembered that some time ago this company purchased land in Boston for the erection of a warehouse. The Globe of that city says that P. C. Larkin "has purchased another lot of land in the Back Bay from Laurence Minot, trustee for the New York, New Haven and Hartford Railroad, containing 1,300 square feet. It is situated on Stuart street adjoining his other purchase of 5,200 square feet, and will be added to that site for the large warehouse to be erected by Mr. Larkin."

PRODUCE & PROVISIONS

Hogs are Firmer, Lard Easier; Produce Market Remains Steady

Not Much Ontario Stock Being Offered on the Market—Prices For Butter and Cheese Are Not in Line For Export Business—Spring Chickens Are Now Coming in Better.

MONTREAL.

PROVISIONS.—Market is exceptionally quiet at present time and there is an easier trend in practically all lines. There has been no change in quotations for lard yet but market is in very easy position.

Hams—	**Per lb.**	
Medium, per lb.	0 18	0 19
Large, per lb.	0 17½	0 18
Backs—		
Plain, bone in	....	0 22
Light, per lb.	....	0 19
Boneless	....	0 25
Peameal	....	0 26
Bacon—		
Breakfast, per lb.	0 17	0 18
Roll	....	0 17
Sboulders, bone in	....	0 15
Shoulders, boneless	....	0 16½
Cooked Meats—		
Hams, boiled, per lb.	....	0 27
Hams, roast, per lb.	0 26	0 27
Shoulders, boiled	....	0 26
Shoulders, roasted	....	0 27
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	....	0 15½
Long clear bacon, 80-100 lbs.	....	0 14½
Flanks, bone in, not smoked	....	0 15½
Barrelled Pork—	**Per bbl.**	
Heavy short cut mess	....	28 50
Heavy short cut clear	....	28 50
Clear fat pork	....	27 50
Clear pork	....	26 50
Lard, Pure—	**Per lb.**	
Tierces, 375 lbs. net	....	0 13
Tubs, 50 lbs. net	....	0 13¼
Boxes, 50 lbs. net	....	0 13¼
Pails, wood, 20 lbs. net	....	0 13½
Pails, tin, 20 lbs. gross	....	0 13
Cases, 10-lb. tins, 60 in case	....	0 13¾
Cases, 3 and 5-lb. tins, 60 in case	....	0 14
Bricks, 1 lb. each	....	0 14¼
Lard, Compound—		
Tierces, 375 lbs., net	....	0 10½
Tubs, 50 lbs., net	....	0 10¾
Boxes, 50 lbs., net	....	0 10¾
Pails, wood, 20 lbs., net	....	0 11
Pails, tin, 20 lbs., gross	....	0 11
Cases, 10-lb. tins, 60 in case	....	0 11¾
Cases, 3 and 5-lb. tins, 60 in case	....	0 11¾
Bricks, 1 lb. each	....	0 12¼
Hogs—	**Per cwt.**	
Dressed, abattoir killed	12 75	13 00

BUTTER.—There is little change in butter situation and prices are unchanged from last week. Price paid at Cowansville board on Saturday last was 22⅞, and at St. Hyancinthe, 23c, which is a fraction cheaper than the week previous. Market here is getting narrower, as the western buyers are taking less each year, as their local supplies increase. Quebec will now have to depend almost entirely on this province. Ontario and the Maritime Provinces, and possibly the United States, if the price there should get down within range. Present tendency seems to be for easier prices.

Butter—		
Finest creamery, new milk	0 25½	0 26
Dairy butter	0 20	0 22

EGGS.—There is only a fair volume of business. Prices are being maintained and dealers report that stock is standing up well this season. Supplies are just about sufficient to meet the demand.

Eggs, case lots—	**Per dozen.**	
New laids	....	0 27
Selects	....	0 25
No. 1s	....	0 23
Splits	0 20	0 21

CHEESE.—There has been little of interest in the cheese market this week. Prices have not altered and buying has not been heavy. Quotations have not been such as to promote export sales and little has been done in this way as yet. Locally there has been a good demand.

Cbeese—		
New make	0 14½	0 15
Old specials, per lb.	0 15	0 16
Stilton	....	0 17

POULTRY.—There has been an improved supply of poultry lately and prices have sagged a trifle for fowl and spring chickens. Business generally has been quite satisfactory.

POULTRY.

	Live.	Dressed.
Fresh stock—		
Broilers, per lb.		—0 23
Ducks, milk fed	0 16—0 18	0 18—0 19
Fowl	0 15—0 17	0 16—0 18
Geese		0 15—0 16
Turkeys, spring		—0 23
Turkeys, old Tom		0 14—0 16
Milk fed chickens, lb.		—0 25
Milk fed broilers, lb.		—0 25

HONEY.—Business in this market is quiet and there has been no change in quotations.

	White Clover per lb.	Buckwheat per lb.
Honey—		
Barrels	0 11½	0 08½
Tins, 60 lbs.	0 12	0 09
Tins, 30 lbs.	0 12½	0 10
Tins, 5 and 10 lbs.	0 12½	0 10
Comb, 13-14 oz. section	0 20	0 15—0 16

TORONTO.

PROVISIONS.—Just fair business is reported in provisions, with situation firm so far as hams and bacon are concerned. Hogs have advanced during the past week, and carcasses are up 25 to 50 cents, with a proportionate increase for live. Lard continues very easy, and there are reports of sales being made at figures cut below the quotations, which are unusually cheap.

Hams—		
Light, per lb.	0 17½	0 18
Medium, per lb.	0 17	0 17½
Large, per lb.	0 15	0 16
Backs—		
Backs, per lb.	0 22	0 23
Boneless, per lb.	0 23	0 25
Pea meal, per lb.	0 23	0 24
Bacon—		
Breakfast, per lb.	0 17	0 18
Roll, per lb.	0 15	0 16
Shoulders, per lb.	0 14	0 14¾
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 14½	0 15
Cooked Meats—		
Hams, boiled, per lb.	0 26	0 27
Hams, roast, p'er lb.	....	0 26
Shoulders, boiled, per lb.	0 22	0 23
Shoulders, roast, per lb.	0 22	0 23
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	27 50	28 00

Lard, Pure—		
Tierces, 400 lbs., per lb.	0 11½	0 12
Tubs, 60 lbs.	0 11¾	0 12½
Pails, 20 lbs., per lb.	0 12	0 12¾
Tins, 3 and 5 lbs., per lb.	0 12½	0 13½
Bricks, 1 lb., per lb.	0 13¼	0 14½
Lard, Compound—		
Tierces, 400 lbs., per lb.	.9½	0 10
Tubs, 50 lbs., per lb.	0 09¾	0 10¼
Pails, 20 lbs., per lb.	0 10	0 10¾
Hogs—		
F.O.B., live, er cwt.	8 00	8 10
Live, fed and watered, per cwt.	8 40	8 50
Dressed, per cwt.	11 25	11 75

BUTTER.—Now that June has passed, the market for butter is a little easier, although prices remain within the same range. General rains have kept the pasture in fair condition, and the quality continues very good. Packers are still taking the surplus so far as this market is concerned, and nothing is being done with regard to export.

Butter—		
Creamery prints, fresb made	0 25	0 26
Separator prints	0 22	0 23
Dairy prints, choice	0 20	0 21
Dairy, solids	0 19	0 20

EGGS.—The market for eggs continues steady at the same prices, although there is a considerable range so far as the quality is concerned, and this is usual at this time of year.

Eggs, case lots—	**Per dozen.**	
Strictly, new laid, in cartons	0 26	0 27
Selects	0 25	0 26
Straights	0 23	0 24
Trade eggs	0 21	0 22
Splits	0 19	0 20

HONEY.—Situation continues without activity, although there is some speculation regarding the clover honey outlook. This is due to reports that white clover made a poor showing this summer. But against this it should be remembered that there are other flowers which enter into the white honey crop, and all white honey goes to the trade as clover.

Honey—		
Clover, bbls., per lb.	0 08	0 08½
60 30-lb. tins, per lb.	0 08½	0 09½
10, 5-lb. tins, per lb.	0 09½	0 10
Buckwheat, bbls.	0 06½	0 07
Buckwbeat, tins	0 07	0 07½
Comb	1 75	2 00

CHEESE.—Cheese is firm again on smaller receipts, and the price continues out of line for export business. Exports are something like 30.000 cases behind those of a year ago.

Cheese—		
Old, large	0 16½	0 17
Old, twins	0 16¼	0 16½
New, large	0 13¾	0 14¼
New, twins	0 14	0 14½

POULTRY.—There is a fair demand for poultry, and more spring chickens are coming in, the price remaining strong.

	Live.	Dressed.
Fresh Stock—		
Fowl	0 13	0 14
Spring chicken, lb.	0 22	0 25
Turkeys, young	0 15	0 18
Turkeys, old Tom	0 13	0 15

WINNIPEG.

PROVISIONS.—It seems likely that eggs will take a somewhat upward movement, despite the fact that farmers are getting less for these than formerly. No other changes are expected immediately, except in the case of lard. A weakness

has developed here. In cured meats there has been no change.

Cured Meats—		
Hams, per lb.	....	0 21
Shoulders, per lb.	....	0 13
Bacon, per lb.	....	0 26
Long clear, D.S., per lb.	....	0 14
Mess pork, bbl.	....	28 00
Lard—		
Tierces, per lb.	....	0 11½
50 lb. tubs	....	6 00
20 lb. pails	....	2 48
3 lb. tins, cases	....	7 65
5 lb. tins, cases	....	7 57½

BUTTER.—Little change is noted. Prices are holding steady, though buyers are very anxious to secure a good supply.

Creamery, Manitoba	....	0 27
Dairy	0 19	0 24
Cooking	0 12	0 16

EGGS.—There is no great likelihood that a very large supply will be received now, and because of the losses caused by weather conditions the stock on hand is less than seems necessary to take care of the demand. As has been said, an advance is likely.

Eggs—		
Extra first	....	0 24
Checks	....	0 17
Extras, in cartons	....	0 27

EQUIPMENT MAKES THE MODERN PROVISION STORE.

(Continued from page 33.)

is made, but the general principle is much the same, ammonia being forced through the pipes creating a low temperature, the pipes usually becoming covered with a coat of frost. These systems are now being generally installed in the more elaborately equipped stores.

But it is not necessary to have an ice plant to have practically the same effect so far as the appearance of the interior of the store is concerned, and there are arguments advanced that the ice system of refrigeration is more effective and much cheaper in the long run. Refrigerators of any size are built to order, and there are many standard sizes for the smaller department. These are made with glass fronts so as to show the meats and specialties to the best advantage.

There are many styles of refrigerator show cases for the store, where it is desired to make a tasty showing, and the opinion of many of those who have gone to the extra expense of installation is that they draw sufficient trade to warrant the investment. Cases of any size can be made to order from about six feet up. These are very attractively made of plate glass, with a compartment in the center which holds a block of ice and the whole appearance is one of freshness and coolness.

Computing Scales

The scales shown are a distinct feature of the Winnipeg store. Practically nothing else is now to be found in a modern grocery or meat or provision store, and there are also six scales in this department. The number of scales in the provision department should be decided by the requirements, but wherever there is need for a scale, then it is good business to have one installed. The merchant should not consider a scale as part of his equipment merely because the law demands it, but because it is an essential part of his store service. Scales should be installed with the idea of creating a weighing system which will eliminate extra steps on the part of the clerks so far as possible and prevent the salesmen standing around waiting their turn to weigh purchases. Also scales should be installed which will reduce the time taken in weight adjustments to the minimum. This is the great advantage of the computing scale over the old balance design; and not only is the weight at once registered, but the price is estimated not only for the clerk, but in the full view of the customer—and the customer knows that with the protection now given by the law that these figures are absolutely correct.

The effect of the modern scale upon the customer should be fully considered. With the balance scale there is the time lost in making adjustments to a balance, and the merchant usually occupies the role of miser while he is doing so; if the weight goes over he is losing money; if it goes under he is likely to lose a customer.

The Slicing Machine.

Any provision department which has a fair volume of business should have a slicing machine; it would be hard to encounter two different opinions on this point. There is the advantage of being able to cut the meat at any thickness and to make every slice the same. There is the great saving of time and labor. And perhaps more important than all, there is the influence of the customer, for the provision man who cuts his ham and bacon with an up-to-date slicer is certain to get trade from the fellow who cuts it any old way with a knife.

In this article we have considered equipment largely from the standpoint of the larger provision departments. Next week there will be something of interest for the dealer in a smaller way.

CO-OPERATIVE STORE QUITS AFTER 40 YEARS' CAREER.

An interesting outcome of a co-operative grocery movement which has been in operation for more than forty years is reported from New Bedford, Mass., in the decision of the Central Union Grocery Association to liquidate and quit the grocery business. The Central Union Association started many years ago in much the same way the present co-operative movements start, and for years it operated a general grocery store of the better type—one of the best stores in the city—selling to the general public, but giving certain preferences to its shareholders. Its store was in the center of the city, where it enjoyed every opportunity to have the best class of trade. Yet competition has driven it out of the field.

EARLY CLOSING IN MONTREAL.

At a recent meeting of the Grocers' Section of the Retail Merchants' Association of Montreal, the question of early closing was discussed. The by-law provides for the closing of all stores at 1 o'clock on Wednesday and Thursday evenings, with an exemption in favor of those which deal in fruit, tobacco, confections and soft drinks, as well as saloons and drug stores.

The meeting was called to consider what action the grocers should take regarding Ald. O'Connell's notice of motion to repeal the by-law. The motion of A. Laniel, seconded by J. I. Lussier in favor of the retention of the by-law met with no sign of disapproval at first from the meeting, and considering the principle adopted, G. A. Archambault, president of the section, invited a discussion of the practical means of enforcing the by-law.

In the meantime, some grocers had been making up their minds that a return to the old system was desirable, and G. H. Depelteau moved in amendment that the grocers take no action to oppose Ald. O'Connell's notice of motion. The president ruled the amendment out of order on the ground that the principle had already been adopted by the meeting, but was reminded that he had neglected to take a formal vote.

The president, however, decided that the opposition was serious enough to warrant a re-opening of the question, but when the vote was taken, only four grocers out of the thirty present stood up to voice discontent with the existing law.

The meeting then passed on to consider the best means of making the law effective. L. Jacob advocated complete and uncompromising closing on the two middle nights of the week. He was against any lax interpretation of the law by which a store that kept groceries could place them behind a thin partition and keep open for the sale of fruits. "Why," he remarked, "I had a neighbor who put up a curtain. The husband was in front, the wife behind. When the customers came in he gave the orders through the curtain. I laid a complaint after he had been doing that for two years, and he was fined one dollar."

On a motion of O. Fournier, it was decided to interview the controllers on the question of strict observance while the resolution in favor of retaining the by-law will be forwarded to the council.

SAVON PUR
GARANTI SANS FRAUDE

"SHELL" BRAND

("La Coquille")

Genuine Imported French Castile Soap.

The Standard of Purity
A Pure Oil Soap

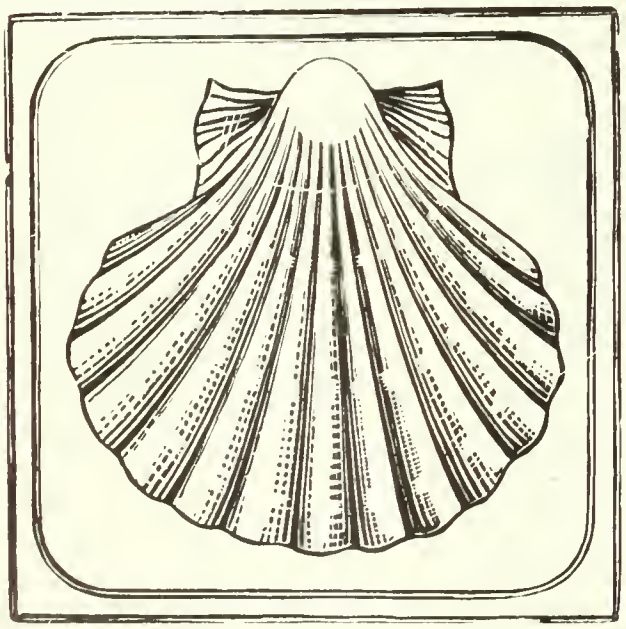
Has the largest sale of any Castile Soap in the Dominion. This Soap is especially manufactured by Messrs. Couret Freres, Marseilles, France, for Messrs. Estrine & Co.

For sale by all wholesale houses.

GENERAL AGENTS

P. L. MASON & CO.

TORONTO



QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

COOK'S FRIEND BAKING POWDER.

In Cartons—	
No. 1 (25c size), 4 doz.	$ 2 25
No. 1 (25c size), 2 doz.	2 25
No. 2 (10c size), 6 doz.	0 80
No. 2 (10c size), 3 doz.	0 80
No. 3 (5c size), 4 doz.	0 45
In Tin Boxes—	
No. 13, 1-lb., 2 doz.	3 00
No. 14, 8-oz., 3 doz.	1 75
No. 15, 4-oz., 4 doz.	1 10
No. 16, 2½ lbs.	7 25
No. 17, 5 lbs.	14 00

ROYAL BAKING POWDER.

Sizes	Per doz.
Royal—Dime	$ 0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—when packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5c tin, 40c per doz.; 4-oz. tin, 65c per doz.; 6-oz. tin, 90c per doz.; 8-oz. tin, $1.20 per doz.; 12-oz. tin, $1.60 per doz.; 16-oz. tin, $2.25 per doz.; 3-lb. tin, $5 per doz.; 5-lb. tin, $9.50 per doz.

FOREST CITY BAKING POWDER.

6-oz. tins	$ 0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$ 0 17
In 10-lb. lots or case	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

100 books and over, each	0 03½
500 books to 1,000 books.	0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, $3.00.
The King's Food, 2 doz. in case, per case, $4.80.
White Swan Barley Crisps, per doz., $1.
White Swan Self-rising Buckwheat Flour, per doz, $1.
White Swan Self-rising Pancake Flour, per doz., $1.
White Swan Wheat Kernels, per doz., $1.50.
White Swan Flaked Rice, $1.
White Swan Flaked Peas, per doz., $1.

DOMINION CANNERS.

Aylmer Jams.	Per doz.
Strawberry, 1912 pack	$2 15
Raspberry, red heavy syrup	2 15
Black Currant	2 00
Red Currant	1 85
Peach, white, heavy syrup	1 50
Pear, Bart., heavy syrup	1 77½

Jellies.

Red Currant	2 00
Black Currant	2 20
Crabapple	1 65
Raspberry and red currant	2 00
Raspberry and gooseberry	2 00
Plum jam	1 55
Green Gage plum, stoneless	1 55
Gooseberry	1 85
Grape	1 55

Marmalade.

Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	2 00
Ginger	2 20

Pure Preserves—Bulk.

	5 lbs.	7 lbs
Strawberry	0 69	0 95
Black currant	0 69	0 95
Raspberry	0 69	0 95

14's and 30's per lb.

Freight alowed up to 25c per 100 lbs.

Strawberry	0 69	0 95
Black currant		0 13
Raspberry		0 13

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb	0 35
Soluble, bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

TO RENT

IN OUR

New Edmonton Warehouse

3 FLOORS 50 x 130

Building—Solid Mill Construction

Insurance—Very Low **Trackage** Facilities

WILL LEASE FOR A TERM OF YEARS—OR RENT BY THE MONTH.

For Particulars Write

NICHOLSON & BAIN

Wholesale Commission Merchants and Brokers

Head Office, WINNIPEG, MAN.

Branches, Regina, Calgary, Edmonton, Saskatoon, Vancouver

A tip on the side, Mr. Grocer

Did it ever occur to you that you can make more money selling Malcolm's lines of Condensed Milk and Condensed Coffee than any other line on the market? Malcolm's lines of Milk and Coffee are making new and satisfied customers every day. For quality and deliciousness they are unsurpassed. Our Condensed Coffee, with milk and sugar added ready for use, is a seller from the start. No other brand can equal it for flavor.

PRICES:

St. George Brand Coffee, 2 doz. in case	**$4.80**
St. George Evaporated Milk, 4 doz. in case	**3.60**
Banner Condensed Milk, 4 doz. in case	**5.25**
Princess Condensed Milk, 4 doz. in case	**4.50**
Premier Machine Skimmed, 4 doz. in case	**3.80**

Order them from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax. We will prepay freight up to 50c. per 100 lbs.

Malcolm's Condensing Co.

St. George, Ontario

New Pack Strawberry Jam

Some good profits and sales are going to be made on this quality jam in the tumbler.

To get a good share you should place your order now for a supply of the new pack **L. & B. Banner Brand Strawberry Jam.**

Put up in tumblers, 12 oz. glass jars, Nos. 2, 5 and 7 gold-lacquered sanitary pails.

Lindners Limited

WINNIPEG — 306 Ross Ave.

TORONTO — 340 Dufferin St.

Representatives:

Watt, Scott, Limited, Montreal; H. D. Marshall, Ottawa; W. L. McKenzie & Co., Edmonton and Regina; Jacksons, Limited, Calgary; H. E. Gross, Vancouver; R. S. McIndoe, Toronto.

Unsweetened Chocolate.

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90

Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb. boxes	0 20
Diamond, 6's and 7's, 6 and 12-lb. boxes.	0 25
Diamond, ¼'s, 6 and 12-lb. boxes	0 26

Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½ lb. packages, 2 doz. in box, per doz.	0 90

Chocolate Confections	Per lb.
Maple buds, 5-lb. boxes	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Noupareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 4 bars per box	0 85

EPP'S.

Agents—F. E. Robson & Co., Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ¼, ½, and 1-lb. tins, 14-lb. boxes, per lb.	0 35
10c tins, 3 doz. in box, doz.	0 90

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N. B.; J. A. Taylor, Montreal; P. Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Nut milk breakfast cocoa, ¼'s and ½'s	0 36
Nut milk, No. 1 chocolate.	0 30
Nut milk Navy chocolate, ½'s	0 26
Nut milk Vanilla sticks, per gr.	1 00
Nut milk Diamond chocolate, ½'s	0 24
Nut milk plain choice chocolate liquors	20 30
Nut milk sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1, chocolate, ¼ and ½-lb. cakes, 34c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins., 39c. lb.; German's sweet chocolate, ¼ and ¼-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ½ and ¼-lb. cakes, 6-lb. boxes, 32c lb.; Cinquieme sweet chocolate, 1-5-lb. cakes, 6-lb. boxes, 21c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked cocoa, ½-lb. pkgs., 6-lb. bags, 31c lb. Caracas tablets, 5c cartons, 40 cartons to box, $1.25 per box; Caracas tablets, 5c cartons, 20 tons to box, 65c.

The above quotations are f. o.b. Montreal.

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved—	Per case.
Eagle Brand, each 4 doz.	$ 6 00
Reindeer Brand, each 4 doz.	6 00
Silver Cow Brand, each 4 doz.	5 40
Gold Seal Brand, each 4 doz.	5 25
Mayflower Brand, each 4 doz.	5 25
Purity Brand, each 4 doz.	5 25
Challenge Brand, each 4 doz.	4.50
Clover Brand, each 4 doz.	4 50

Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each, 4 doz.	4 50
Peerless Brand, tall, each 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each 2 doz.	4 25
St. Charles Brand, gallons, each ½ doz.	4 75
"Reindeer" Coffee and Milk, "large," each 2 doz.	4 80
"Reindeer" Coffee and, Milk, "small," each 4 doz.	5 50
"Regal" Coffee and Milk, each 2 doz.	4 50
"Reindeer" Cocoa and Milk, each 2 doz.	4 80

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN BLEND.

1-lb. decorated tins, lb.	0 35
Mo-Ja, ½-lb. tins, lb.	0 32
Mo-Ja, 1-lb. tins, lb.	0 30
Mo-Ja, 2-lb. tins, lb.	0 30

Presentation (with tumblers) 28c per lb.

MINTO BROS.

MELAGAMA BLEND.

Ground or bean—	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 38

Packed in 30's and 50-lb. case. Terms—Net 30 days prepaid.

FLAVORING EXTRACTS.

SHIRRIFF'S.

Quintessential.

1 oz. (all flavors), doz.	1 05
2 oz. (all flavors), doz.	2 00
2½ oz. (all flavors), doz.	2 30
4 oz. (all flavors), doz.	3 50
5 oz. (all flavors), doz.	4 50
8 oz. (all flavors), doz.	6 50
16 oz. (all flavors), doz.	12 00
32 oz. (all flavors), doz.	22 00

Discount on application.

CRESCENT MFG. CO.

Mapeleine—	Per doz.
2-oz. bottles (retail at 50c)	4 50
4-oz. bottles (retail at 90c)	6 80
8-oz. bottle (retail at $1.50)	12 50
16-oz. bottles (retail at $3)	**24.00**
Gal. bottles (retail at $30)	15 00

McLAREN'S INVINCIBLE EXTRACTS

are higher grade than Government standard

They are true essences thoroughly processed under the most sanitary conditions by operators of recognized experience and merit and backed by our quality policy which enables us to *guarantee every drop* of extract that leaves our laboratory.

McLaren's Invincible Extracts

are made from the finest materials procurable.

McLarens Limited, Manufacturers

HAMILTON, CAN. WINNIPEG, CAN.

"Club House" Olives

recommend themselves

by their perfection of color, size and taste.

Our guarantee of quality behind each bottle.

The profit is good.

Need we say more

Order from your wholesaler

Gorman, Eckert & Co.
Limited

London, Ontario

Western Selling Agents
MASON & HICKEY, WINNIPEG

Cooked Hams

This is the Season for Cooked Meats. Are you cultivating this trade on your provision counter? You will find it both profitable and attractive. Let us send you particulars.

F. W. FEARMAN CO., Limited

Hamilton, Ont.

A Kingly Food
for your customers

King Oscar Brand Sardines are truly a Kingly food—so tasty, nutritious and wholesome. They are carefully selected and packed in pure olive oil a few moments after they come from the water.

KING OSCAR
BRAND
SARDINES

Extensive advertising and superior quality has made them popular. It will pay you to keep them to the front. Place your order now for the new pack.

If your jobber can't supply you, write us direct.

CANADIAN AGENTS

J. W. Bickle & Greening
(J. A. Henderson)
Hamilton, - - - Canada

Cantaloupes
Tomatoes
New Potatoes
Cherries
Gooseberries
Strawberries

Everything in imported and local

Fruits and Vegetables

WHITE & CO., Limited, Toronto
Branch at Hamilton

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case	0 11¼
Cases, 5 lbs., 12 to case	0 11½
Cases, 10 lbs., 6 to case	0 11

F. O. B. Montreal.

MARMALADE.

SHIRRIFF BRAND.
"SHREDDED."

1 lb. glass (2 doz. case)	$1 90	$1 80
2 lb. glass (1 doz. case)	3 20	3 30
4 lb. tin (1 doz. case)	5 50	5 25
7 lb. tin (½ doz. case)	8 60	8 25

"IMPERIAL SCOTCH."

1 lb. glass (2 doz. case)	$1 60	$1 55
2lb. glass (1 doz. case)	2 80	2 70
4 lb. tin (1 doz. case)	4 80	4 65
7 lb. tin (½ doz. case)	7 75	7 50

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins.
D. S. F., ¼-lb.	$1 40
D. S. F., ½-lb.	2 50
D. S. F., 1-lb.	5 00
F. D., ¼-lb.	0 85
F. D., ½-lb.	1 45
	Per jar.
Durbam, 4-lb. jar	0 75
Durbam, 1-lb. jar	0 25

VERMICELLI AND MACARONI

C. H. CATELLI CO., LIMITED.

Hlrondelle Brand.
Prices for Quebec.

	1 lb. pkgs.	Loose.
Vermlcelll, Macaronl, Spaghettl, Macaroni (sbort cut), Animals, Stars, Alpbabets, Small Paste Assorted, 30 lbs., cases	7	6½
Egg noodles, case 10 lbs., loose; cases 60 pkgs., ½ lb. eacb	7½	7

Marguerite Brand.

Same assortment as above	6½ 6

Catelli Brand.

Vermlcelli, Macaroni, Spaghetti, 30 lbs. (loose)	5½
30 lb. cases, 1 lb. pkgs.	5½

Terms, Net 30 days.

Ontario.

L' ETOILE (STAR) BRAND.

Frelgbt Prepald.

1 lb. pkg., 25 cases or more	.07½
1 lb. pkg., less tban 25 case lots	07½
5 lb. box, loose, per lb.	.05½
10 lb. box, loose, per lb.	.05½
21 lb., loose, long, per box	1.50

Terms net 30 days.

JELLY POWDERS.

JELL-O.

Assorted case, contalns 2 doz 1 80

Straight.

Lemon, contains 2 doz.	1 80
Orange contalns 2 doz.	1 80
Strawberry, contalns 2 doz.	1 80
Cbocolate, contalns 2 doz.	1 50
Cherry, contains 2 doz.	1 80
Peach, contalns 2 doz.	1 80

Weigbt, 8 lbs. to case, Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz 2 50

Stralgbt.

Chocolate contalns 2 doz.	2 50
Vanilla contains 2 doz.	2 50
Strawberry contains 2 doz.	2 50
Lemon contalns 2 doz.	2 50
Unflavored contains 2 doz.	2 50

Welght 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.

3 dozen to box	3 60
6 dozen to box	7 20

30 days.

RICHARDS' PURE SOAP.

5-case lots (delivered), $4.15 each wltb 20 bars of Quick Napbtha as a free premium.

Richards' Qulck Naptba Soap.

GENUINE. Packed 100 bars to case.

FELS NAPTHA.

Prices—Ontarlo and Quebec:

Less than 5 cases	$5 90
Five cases or more	4 95

STARCH.

THE CANADA STARCH CO., LTD., EDWARSBURG BRANDS
and
BRANTFORD BRANDS.

Boxes.	Cents.
Laundry Starcbes—	
40 lbs., Canada Laundry	.06
40 lbs., Boxes Canada wblte gloss 1 lb. pkgs.	.06½
48 lbs., No. 1 wbite or blue, 4 lb. cartons	.07
48 lbs., No. 1 wbite or blue, 3 lb. cartons	.07
100 lbs., kegs, No. 1 wblte.	.06½
200 lbs., bbls., No. 1 wblte.	.06½
30 lbs., Edwarsburg silver gloss, 1 lb. cbrome pkgs.	.07½
48 lbs. silver gloss, in 6-lb. tln canlsters	.08
36 lbs., silver gloss 6-lb. draw lid boxes	.08
100 lbs., kegs, sllver gloss, large crystals	.07
28 lbs., Benson's Satin, 1-lb. cartons, chrome label	.07½
40 lbs., Benson's Enamel (cold water), per case	3 00
20 lbs. Benson's Enamel (cold water), per case	1 50
Cellulold—boxes contalnlng 45 cartons, per case	3 00

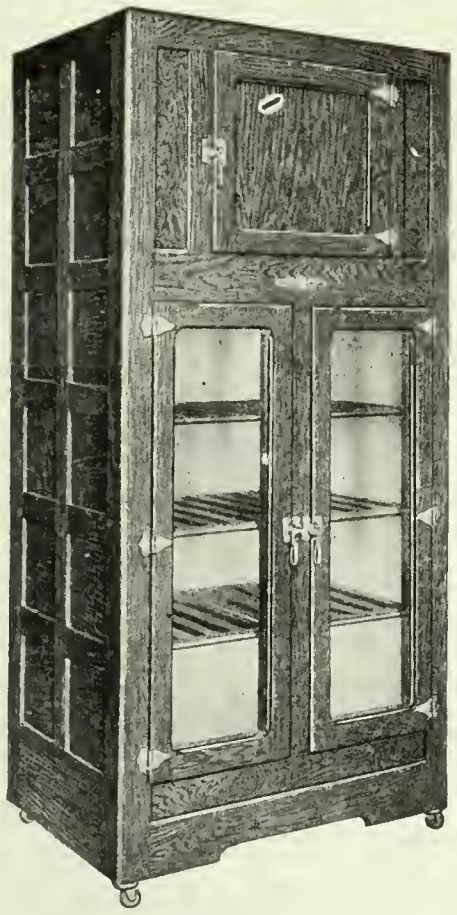
Culinary Starcb.

40 lbs. W. T. Benson & Co.'s prepared corn	.07½
40 lbs. Canada pure corn starcb	.06
(120-lb. boxes ¼c bigher.)	
Casco Potato Flour, 20-lb. boxes, per lb.	.10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.	.60
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	.06½
First Quality White Laundry—	
3-lh. canisters, cs. of 48 lbs.	.07
Barrels, 200 lbs.	.06½
Kegs, 100 lbs.	.06½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lbs.	.07½
S in case	.07¾
6-lb. toy trunks, lock and key, 6-lb. toy drum, wltb drumstlcks, 8 ln case	.08
Kegs, extra large crystals, 100 lbs.	.07
Canadian Electric Starch—	
Boxes containing 40 fancy pkgs., per case	3 00
Celluloid Starcb—	
Boxes contalnlng 45 cartons, per case	3 60
Culinary Starches—	
Challenge Prepared Corn—	
1-lh. pkts., boxes of 40 lbs.	.06
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lhs.	.07½
"Crystal Malze" Corn Starcb—	
1-lb. pkts., boxes of 40 lbs.	.07½
(20-lb. boxes ¼c higher than 40's.)	



No. 100

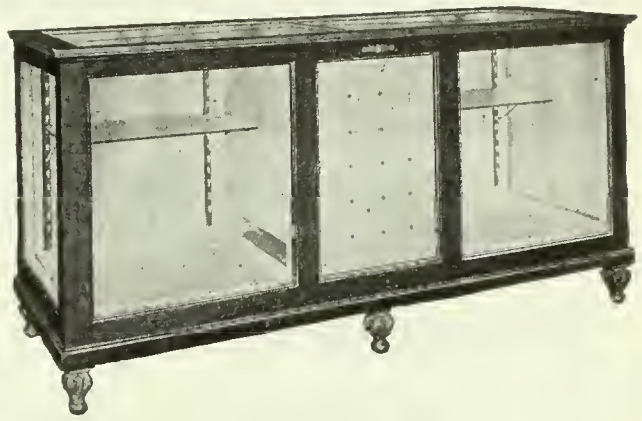
Visit Us When at the Fair

It has been impossible to arrange a display of our lines at the Exhibition this year, but you will be down town—near our office and warehouse.

Drop in and inspect our "Eclipse" Refrigerators and Display Cases. Remember, even though it is late, you can get good delivery from us. Let us quote you on your requirements.

"Eclipse" Refrigerator

here shown is our No. 100, a handsome grocers' refrigerator that gives perfect satisfaction.



"Eclipse" Display Case

Not a luxury in store fitting, but a real necessity —for the displaying of perishable goods. **Write for catalog.**

Manufactured by

RYAN BROTHERS, - WINNIPEG

Agents for Toledo Scales. **Hobart Coffee Mills.**

Counter Cabinet Register—Closed

The Barr Account Register

system increases efficiency, saves labor, shows the customer's account posted to the last purchase, makes collections easier and should be reckoned with by every wide-awake merchant to-day.

The Barr Account Register is the most practical Account Register System on the market to-day—it has effectively solved the problem of the quick handling of credit accounts—it has new, exclusive and practical features that are not to be found in any other account system to-day — Install the "BARR."

The Barr Account Register requires less space—is more convenient and quicker to operate—it is built in two styles—the floor cabinet and the counter cabinet. The Barr Account Register is built to accommodate from 100 to 1,000 accounts. The Barr Register is mechanical skill applied to practical common sense. Your business needs it. Install the **BARR.**

SPECIAL NOTICE

The Barr Register is a bona-fide Canadian invention, fully protected by valid pateuts. There never have been any legal proceedings against above patents. Notwithstanding all competitors' talk to the contrary, we make this announcement as we understand that some merchants have been imposed upon and induced to buy other Account Registers through such talk. (Signed) Barr Registers, Limited.

Write to-day for full information

Barr Registers, Limited

TRENTON, ONTARIO

GREAT BRITAIN—Head Office, Dacre House, 5 Arundel St., Strand, London, W.C.

FACTORY—Birmingham, England.

Keeping up summer sales

is a problem with dealers who do not stock standard pack goods. Why not keep up your summer sales by handling the high quality, satisfaction-giving Brunswick Brand Sea Foods? Fish is a very desirable summer food—so easily digested, and healthful.

Brunswick Brand

has set the standard in fish foods. Fish freshly caught in the famous Passamaquoddy Bay are scientifically packed a few moments after leaving the water. They are steady sellers and allow a good profit.

Look over this list and fill in your stock to-day:

¼ Oil Sardines.
⅜ Mustard Sardines.
Finnan Haddies (oval and round tins)
Kippered Herring
Herring in Tomato Sauce
Clams
Scallops

Connors Bros., Limited
Black's Harbor, N.B.

THESE FISH ARE SUFFICIENTLY COOKED AND MAY BE EATEN COLD
BRUNSWICK BRAND
HERRINGS IN TOMATO SAUCE
Breakfast Delicacy
PREPARED BY
CONNORS BROS LTD
BLACK'S HARBOR, N.B. CANADA
Diploma awarded at St John Exhibition 1883
THEY SHOULD NOT BE LEFT IN THE TIN AFTER IT IS OPENED

THESE FISH ARE SUFFICIENTLY COOKED AND MAY BE EATEN COLD
BRUNSWICK BRAND
KIPPERED HERRINGS
Breakfast Delicacy
PREPARED BY
CONNORS BROS LTD
BLACK'S HARBOR, N.B. CANADA
Diploma awarded at St John Exhibition 1883
THEY SHOULD NOT BE LEFT IN THE TIN AFTER IT IS OPENED

OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack., 4 doz. per case, $4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, $3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, $3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case; $4; Ocean Borax, 8 oz. pack., 4 doz. per case, $1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, $3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, $3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, $6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, $6.50; Ocean Baking Powder, 4 oz. pack., 4 doz. per case, $3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, $1.60; Ocean Baking Powder, 5 lbs. tin, 10 tins per case, $7.50; Chinese Washing Powder, 8 oz., 120 pack, per case, $4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, $6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, $4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, $4; Ocean Liquid Blue, pint bottles, 2 doz. per case, $1.80; Petrolatum, 2 oz. jars, 12 doz. per case, $5.40; Petrolatum, 5 oz. jars, 6 doz. per case, $5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz. per case, $7.20.

SOUPS—CONCENTRATED

CHATEAU BRAND.

Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli, Consomme, Tomato.

No. 1's, 95c per dozen.

Individuals, 45c per dozen.

Packed 4 dozen in a case.

SODA—COW BRAND.

Case of 1-lb. containing 60 packages, per box, $3.20.

Case of ½-lb., containing 120 packages, per box, $3.40.

Case of 1-lb. and ½-lb., containing 30 1-lb. and 60 ½-lb. packages, per box, $3.30. Case of 5c packages, containing 96 packages, per box, $3.20.

COW BRAND BAKING SODA.

In boxes only.

Packed as follows:

5c packages (96)	$3 20
1 lb. packages (60)	3 20
½ lb. packages (120)	3 40
1 lb., 30 packages, mixed	3 30
½ lb., 60 packages, mixed	3 30

SYRUP.

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case	2 50
5-lb. tins, 1 doz. in case	2 85
10-lb. tins, ½ doz. in case	2 75
20-lb. tins, ¼ doz. in case	2 70
Barrels, 700 lbs.	3½
Half barrels, 350 lbs.	3¾
Quarter barrels, 175 lbs.	4
Pails, 38½ lbs.	1 95
Pails, 25 lbs. each	1 35

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case	2 05
5-lb. tins, 1 doz. in case	3 20
10-lb. tins, ½-doz. in case	3 10
20-lb. tins, ¼ doz. in case	3 05

(5, 10 and 20-lb. tins have wire handles.)

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case . 4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s, Tins, 2 doz. to case.

Quebec, per case	$1 35
Ontario, per case	1 50
Manitoba, per case	2 30
Saskatchewan, per case	2 60
Alberta, per case	2 70
British Columbia, per case.	2 40

DOMOLCO BRAND.

2s, Tins, 2 doz. to case.

Quebec and Ontario, per case	2 95
Manitoba, per case	3 40
Saskatchewau, per case	3 65
Alberta, per case	3 75
British Columbia, per case.	3 55

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles 3 and 6 doz. cases, doz.	0 90
Pint bottles, 3 doz., cases, doz.	1 75

H. P.

	Per doz.
H. P. Sauce— Cases of 3 dozen	1 90
H. P. Pickles— Cases of 2 doz. pints	3 25
Cases of 3 doz. ¼-pints.	2 20

STOVE POLISH.

JAMES DOME BLACK LEAD.

2a size, gross	2 50
6a size, gross	2 40

NUGGET POLISHES.

	Doz.
Polish, Black and Tan	0 35
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleanser	1 15

TOBACCO.

IMPERIAL TOBACCO COMPANY.

(Empire Branch)

Black Watch, 6s ½ butts, 9 lbs., boxes 5 lbs.	0 45
Bobs, 5s, ½ cads, 12 lbs., boxes 6 lbs.	0 39
Bobs, 10s, ½ butts, 12 lbs., boxes 6 lbs.	0 39
Currency, 5s, ½ butts, 9 lbs., boxes 6 lbs.	0 39
Currency Navy, 10s, ½ cads, 12 lbs., boxes 6 lbs.	0 39
Stag Bars, 5 1-3s, ½ butts, 12 lbs., boxes 6 lbs.	0 39
Old Fox, 10s, ½ butts, 12 lbs., boxes 6 lbs.	0 40
Pay Roll, thick, 7½s, ½ butts, 10 lbs., boxes 5½ lbs.	0 59
Pay Roll, thin, 7½s, ½ butts, 10 lbs., boxes 5 lbs.	0 59
Pay Roll, 7½s, ½ cads, 12 lbs., ¼ cads, boxes 6½ lbs.	0 59
Shamrock bars, 6 2-3s, ½ butts, 12 lbs., boxes 6 lbs.	0 50
Empire, 6s, cads 15 lbs., ¼ cads, boxes 6 lbs.	0 44
Empire, 12s, cads 15 lbs., ¼ cads, boxes 6 lbs.	0 44
Ivy, 7s, butts, 17 lbs., ½ butts, 8½ lbs.	0 50
Great West, 8s	0 59
Regal, 9s,	0 70
Starlight, 7s, ½ butts, 8½ lbs.	0 50

TEAS.

THE SALADA TEA CO.

East of Winnipeg.

	Wholesale.	R't'l.
Brown Label 1s and ½s	.25	.30
Green Label, 1s and ½s	.27	.35
Blue Label, 1s, ½s, ¼s, and ⅛s	.30	.40
Red Label, 1s and ½s	.36	.50
Gold Label, ½s	.44	.60
Red-Gold Label, ½s	.55	.80

LUDELLA.

In 30, 60 and 80-lb. cases.

Black, Green or Mixed.

Blue Label ½s	0 21
Blue Label, 1s	0 20
Orange Label, 1s	0 23
Orange Label, ½s	0 24
Brown Label 1s and ½s	0 23
Brown Label, ¼s	0 30
Green Label 1s and ½s	0 35
Red Label, ½s	0 40

UPTON'S KETCHUP

is steadily making friends for itself.

A friend made is always retained—because it is absolutely the best value on the market.

Write us for prices or ask your jobber.

THE T. UPTON CO. Limited

Factory at Hamilton,

Sales Dept. at St. Catharines.

RASPBERRIES

Fresh picked berries every morning. Nothing held over night. Let us look after your preserving orders.

CHERRIES

The poor strawberry crop just over and shortage of peaches will make big demand for cherries. Ask us for special quotations on large lots.

BANANAS, ORANGES, LEMONS, DOMESTIC and IMPORTED FRUITS and VEGETABLES

THE HOUSE OF QUALITY

HUGH WALKER & SON

Established 1861

GUELPH and NORTH BAY

MOTT'S "Elite" Chocolate

is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—**MOTT'S**

Retails at 10 Cents per Cake.

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

Hot Weather Special

on

Brooms

only while they last.

4 String,	No. 100,	$3.00	line at	$2.40
4 "	" 200,	$3.20	"	$2.60
4 "	" 300,	$3.60	"	$3.00

Regular goods.

Walter Woods & Co.
Hamilton

D.W.C.

Spanish Olives

meet every requirement of the hard-to-satisfy

Those three letters "D.W.C." mean more to the quality of olives than you may imagine—your patrons who have tried D.W.C. and other brands know the difference and appreciate it.

Push D.W.C. for the acme of satisfying results — good profits and satisfied patrons.

Rowat & Co.

Glasgow, Scotland

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Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

ORANGE MARMALADE.

BANNER BRAND.

	Shipping Weight Doz.	Lbs.
12-oz. Glass Jars, 2 doz. to case	$1.00	33
Special Tumbler, 2 doz. to case	0.95	30¼
2-lb. Gold Lacquered Tins, 2 doz. to case	2.10	49
	Pail.	Lbs.
5-lb. Gold Lacquered Tins, 8 tins to case	0.42½	41
7-lb. Gold Lacquered Tins, 8 tins to case	0.59½	56

Freight prepaid up to 25c per 100 lbs. on five case lots and over.

MELAGAMA TEA.

MINTO BROS., LIMITED.
45 Front St. East.

We pack in 60 and 100-lb. cases.
All delivered prices.

	Wholesale	Retail
Brown Label, 1-lb. or ½	.25	.30
Red Label, 1-lb. or ½	.27	.35
Green Label, 1s, ½ or ¼	.30	.40
Blue Label, 1s, ½ or ¼	.35	.50
Yellow Label, 1s, ½ or ¼	.40	.60
Purple Label, ¼ only	.55	.80
Gold Label, ¼ only	.70	1.00

JELLY POWDERS.

WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz..... $ 0.90
List Price.
"Shirriff's" (all flavors), per doz. 0 90
Discounts on application.

YEAST.

White Swan Yeast Cakes, per case 3 doz. 5c pkgs.. 1 15

TEA LEAD

(Best Incorrodible)

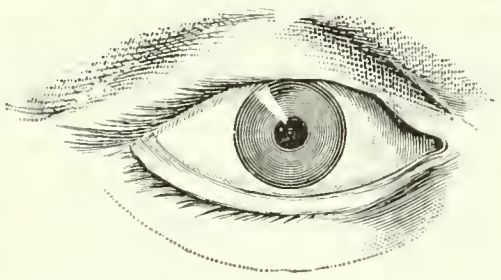
Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS Ltd.

Tel. Address: "Laminated," London. LIMEHOUSE
A.B.C. Codes used 4th & 5th Editions LONDON, E., Eng.

Canadian Agents: HUGH LAMBE & CO., TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL



Keep Your Eye on Distil

COFFEE ESSENCE

The Price is Low and the Quality High

Compare these figures with what you pay

2½	oz. Bottles,	6	Doz.	in	Case,	at	-	$ .95	Doz.
5	"	"	4	"	"	"	at	-	1.40	"
10	"	"	4	"	"	"	at	-	2.75	"
27	"	"	1	"	"	"	at	-	6.50	"
40	"	"	1	"	"	"	at	-	9.00	"

The 2½ and 5 oz. are the popular selling sizes

MADE AT LONDON, ENGLAND, BY **Distil Mfg. Co., Ltd.**

Canadian Agents, THE HARRY HORNE CO. Toronto

Early Vegetables

Tomatoes, Celery, Lettuce, Radishes, Etc.

Fresh shipments arriving daily. Our prices are exceptional—let us quote. Prompt shipment assured.

Write, phone or wire.

LEMON BROS.
Owen Sound, Ontario

Ain't this great weather for

"St. Nicholas"

"The utmost in Lemons"

J. J. McCabe
AGENT
TORONTO, ONT.

CIGAR EXCELLENCE
BEN BEY
10 Cents Worth of Delight

Your customers will appreciate your stocking this leader. Not only look good in the case but **smoke good.** Give them the best.

Write us or ask your jobber.

Ed. Youngheart & Co., Limited
MONTREAL

You can talk across the Continent for two cents per word with a want ad. in this paper.

Partner Wanted

Advertiser desires to enter into a partnership with manufacturers' agent or commission broker who has an established business or is about to start a business of this character.

The advertiser has a thorough business experience and has been closely identified with the brokerage business for a number of years. Address, Box 54 Canadian Grocer.

Raw Materials and Equipment

Some of the largest bakers in America are placing the buying of their materials and equipment in our hands. They know that they get better value through us.

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105 Hudson St. New York City

Your card in our MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY pages will keep you in touch with every manufacturer at home and abroad, who is looking for agents to represent him in Canada.

Many of the best British and foreign agencies in Canada have been secured through the cards on these pages

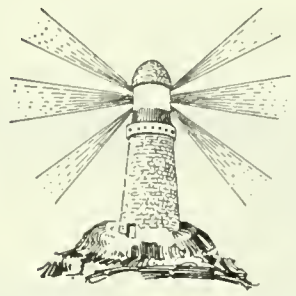
PRIZES

First prize and three medals in four entries to the open air horse parade in Toronto on July first, delivery outfit class.

This affords an illustration of the scrupulous cleanliness of our delivery and of everything sold under our brands.

The F. T. James Co.
LIMITED
FISH DISTRIBUTORS

BEACON



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The reason

grocers help sales of Fels-Naptha is that Fels-Naptha soap helps the grocers' sales.

Most every grocer appreciates the fact that standard, popular merchandise makes a popular, progressive store. Uniform, unique quality keeps Fels-Naptha a popular leader.

Buyers' Guide

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

You Want This

Taylor's Prepared Mustard

IN JARS

Over 100 years of success. A great deal different and a great deal better. Royalty has used it.

Agents Wanted

H. P. Taylor, 14 Place Royale, Montreal

COMTE'S

Satisfaction and profits with every sale. We want more agents. Write

Augustin Comte & Co.,
Limited, P. O. Box 2963, MONTREAL

COFFEES

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal

WRITE TO
10 Garfield Chambers, Belfast, Ireland,
for Sample Copy of the

Irish Grocer, Drug, Provision and General Trades' Journal

If you are interested in Irish trade.

GRATTAN & CO., LIMITED
ESTD. 1825
The Original Makers of

BELFAST GINGER ALE

Agents in Western Canada
EMERSON, BAMFORD CO.
842 Cambie Street VANCOUVER, B.C.

COMBINE BARRAL

Preparation for preserving freshness of eggs. A very simple process for preserving eggs from one laying season to another without losing any of their qualities.

REFERENCE AND CIRCULAR FREE.

Octavier Rolland, P.O. Box 2363, Montreal

HOLLAND RUSK

have an established reputation for uniformity of quality and general excellence. Keep it displayed on your counter and watch the demand grow.

HOLLAND RUSK COMPANY
HOLLAND, MICH.

TANGLEFOOT

The Sanitary Fly Destroyer—Non-Poisonous

Gets 50,000,000,000 flies a year—vastly more than all other means combined. Poisons are dangerous.

YOU CAN TALK ACROSS THE CONTINENT FOR TWO CENTS PER WORD WITH A WANT AD. IN THIS PAPER.

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53 Highest Awards in Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA

Registered Trade-Mark

Our Cocoa and Chocolate preparations are **Absolutely Pure** — free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws

Walter Baker & Co. Limited

Established 1780

Montreal, Can. Dorchester, Mass.

When they ask for credit give them

ALLISON COUPON BOOKS

Please Them—Make Yourself Safe

Don't let the credit customers put you out of business, as they have done many a man. Control the situation yourself—when a man wants credit give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes.

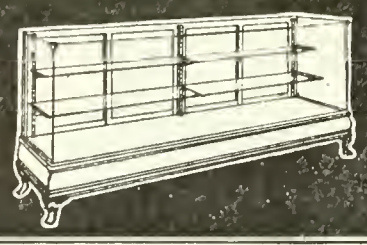
For sale by the johbing trade everywhere.

Manufactured by

ALLISON COUPON COMPANY
Indianapolis, Indiana, U.S.A.

Before placing YOUR ORDER for

SHOW CASES, STORE FRONTS ETC.



Write us for full particulars and estimates

KENT, SON & CO.
261 King St. West
TORONTO

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Advertisements under this heading, 2c per word for first insertion, 1c for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to he forwarded, five cents must be added to cost to cover postage, etc.

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BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 134, Stair Building, Toronto.

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

FIRE INSURANCE. INSURE IN THE Hartford. Agencies everywhere in Canada.

THE NATIONAL CASH REGISTER COMpany guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

ACCURATE COST-KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operatious of johs can be recorded on one card. For small firms we recommend this as an excellent combination — employees' time register and cost keeper. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

WANTED

WANTED—A RELIABLE, AMBITIOUS MAN in every town, to look after the circulation of magazines. Work very remunerative. MacLean Publishing Company, 143-151 University Ave., Toronto, Ont. t.f.

WANTED—RELIABLE RETAIL GROCER in Toronto or Montreal to handle a weekly supply of fresh eggs. Box 49, Canadian Grocer. 295

MANUFACTURERS' AGENT WITH FIRST rate British connection wishes to secure partner or amaigamate with other responsible agent who will undertake office management. Apply Box 52, Canadian Grocer. (710)

WANTED—A FEW EXCLUSIVE LINES IN grocers' and hakers' specialties. We are well known to the trade in B.C. for over ten years. References. W. Hill & Co., Mfrs. Agents, 847 Beatty St., Vancouver, B.C. Phone Sey. 7360. (724)

WANTED—A GROCERY CLERK — ONE who can handle sign hrush preferred. Steady position for the right man. Booze and cigarettes prohibited. Apply A. Ferguson, Port Arthur, Ont.

A PRACTICAL BUSINESS MAN, 18 YEARS' experience in the hiscuit and confectionery trade in the cities of Quebec and Levis, Que., solicits representation of a first-class manufacturer of those lines. Best references. Address Adj. Gosselin, 155 3rd St., Limoilou, Que. (710)

A CANADIAN GENTLEMAN AT PRESENT managing tea, coffee and manufacturing department of a wholesale grocery in Southwestern States wishes similar position with a British Columbia firm. Can furnish hest of Canadian and U.S.A. references. Have heen connected with wholesale grocery business all my life and have filled every position from office boy to huyer. Write Box 53, Canadian Grocer, Torouto. (717)

BUSINESS FOR SALE

FOR SALE — CASH GROCERY BUSINESS. Splendid location. A particularly well-paying business. Turnover of $19,000 per year. Good reasons for selling. Apply Box 51, Canadian Grocer.

WANTED, INFORMATION REGARDING good grocery or meat market for sale. Send description and price.—North-Western Business Agency, Minneapolis, Minn.

FOR SALE

MOTOR TRUCK—BRANTFORD DELIVERY truck, planetary transmission, hard ruhher tires, 22 h.p., In 1st class condition; capacity, one ton. Has heen used in general delivery service. Cost $1,500, for quick sale $500. J. A. McCrea & Son, Guelph, Ont. (626)

FIRM OF MANUFACTURER'S AGENTS, with excellent connection among grocers and hardware stores in British Columbia, is open for an additional Agency. Must he good reliable house. Address H. J. Gardiner & Co., Fairfield Bldg., 445 Granville, Vancouver, B.C. 612

Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Co., Ltd.,

NIAGARA FALLS, ONT.

Jackson's Real English Camphorated Wax Polish

THE ORIGINAL and GENUINE PREPARATION for producing a beautiful and lasting lustre on STAINED, PARQUET and HARDWOOD FLOORS, FURNITURE, FIXINGS, WOODWORK of every kind and wherever refined and durable polish is desired. Used on LINOLEUM, HARNESS, CAR and CARRIAGE HOODS, BROWN BOOTS, LEGGINGS—and all kinds of LEATHER it gives a BRILLIANT and WATERPROOF POLISH and so nourishes and preserves the material that the durability is greatly increased.

Packed in Patent Double-Lidded, Air-tight Tins.

5 SIZES.

Decorated enamel finish, Yellow, Blue and Black.

PATENT
AIR TIGHT
SEALING
COVER.
JACKSON'S
REAL ENGLISH
FOR FLOORS, HARNESS, LEATHER &C WILL CLEAN & POLISH
FOR LINOLEUM FURNITURE BROWN BOOTS &c WILL NOURISH & DISINFECT
WAX POLISH
THE ORIGINAL MANUFACTURE ESTABLISHED 1852 LONDON S.E. ENGLAND.
APPLY SMALL QUANTITY WITH PIECE OF FLANNEL RUB WELL AND POLISH WITH SOFT CLOTH

NO PAPER LABELS USED.

NO SOILED LABELS.

Will keep fresh and good for any length of time.

MANUFACTURED BY

T. S. JACKSON & SONS, Corner Wharf, Malt St., London, S.E.

Contractors to H.M. ADMIRALTY, WAR OFFICE, CROWN AGENTS to the COLONIES, etc. ESTABLISHED 1852.

Messrs. B. R. HARRISON & CO., 505 Welton Building, VANCOUVER; Messrs. HARRISON, WHITE & BARKER, 439 Lougheed Building, CALGARY; W. B. BATE & CO., 172 King St. West, TORONTO, will furnish PRICE LISTS, SAMPLES, etc., or direct correspondence to JACKSON & SONS' WORKS will receive prompt attention.

The Sherer Grocery Counter

MADE IN CANADA

This splendid grocery counter is in use in hundreds of progressive Canadian stores.

BIGGS BROS. LIKE THEIRS.

Sherer-Gillett Co.,
Chicago, Ill..

Regina, Sask., Canada.
December 1st, 1913.

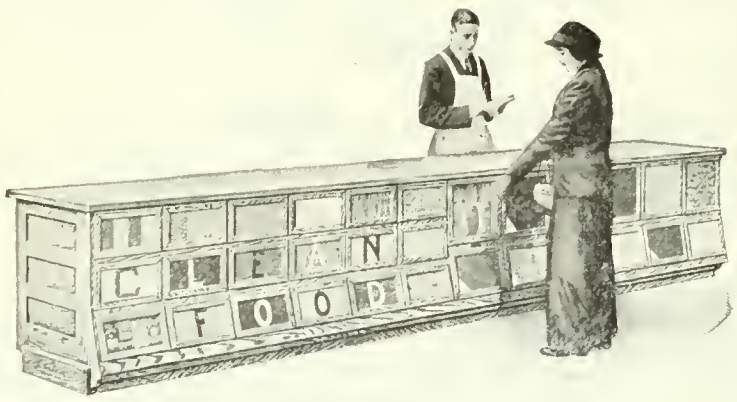
Dear Sirs:—

We are very well satisfied with your counter; in fact we don't know how we could get along without it now. It is clean, dust-proof and is well built as good furniture, and we do not hesitate to say that it has paid for itself.

Next year we intend to enlarge our store and we will be in the market for another counter, and it will be a Sherer.

Yours very truly,
BIGGS BROS.,
per Chas. A. Biggs.

Give us—please—the opportunity to tell you some of the many ways in which our counter will increase your net profits. A request for catalog C10 will bring you free information.



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SHERER-GILLETT COMPANY

Head Office: Chicago, Ill.

Canadian Office and Factory: Guelph, Ont.

The 7-20-4 CIGAR

THE proposition which we offer you in this splendid brand of Cigar is worth considering. There is a satisfying smoke for your customers in each 7-20-4 that they cannot hope to get out of other brands at the same money. The profit you make for yourself is an important consideration when you are looking for a good stock cigar for your tobacco department.

Write for particulars.

THE SHERBROOKE CIGAR CO., LIMITED

Sherbrooke, P.Q.

A New Quartette

Unique (Brand) Polishing Oil
Unique (Brand) Sewing Machine Oil
Unique (Brand) Insect Chaser, and
Zu-tro-zu Laundry Starch.

The above oils are really remarkable. We know that there are oils and oils on the market, but just sample these and then you'll agree that we are **your people.**

Agents Wanted.

Can. Utilities Mfg. Co.

549 Visitation Street
MONTREAL

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The strength of a business depends only on the quality of the goods you have for sale. A line that is always up to the mark is the

"Victoria" Red Sockeye Salmon

The Brand with a call

ON HAND A LARGE STOCK OF THE FOLLOWING BRANDS:

Sovereign	48	1 lb.
Autumn Leaf	48	1 lb.
Eagle	48	1 lb.
Rainbow	48	1 lb.
P.P.P.	48	1 lb.

To arrive in September

5,000 c|s—1914 pack—Order Now.

HOW ABOUT YOUR STOCK OF SARDINES?

Have you on your shelves the popular

"VICTORIA" BRAND SARDINES?

IF NOT! WHY NOT?

No better quality at the price.
$8.00 a case.

Phone, Write or Wire.

Laporte, Martin, Limitee

568 St. Paul Street - MONTREAL, Que.

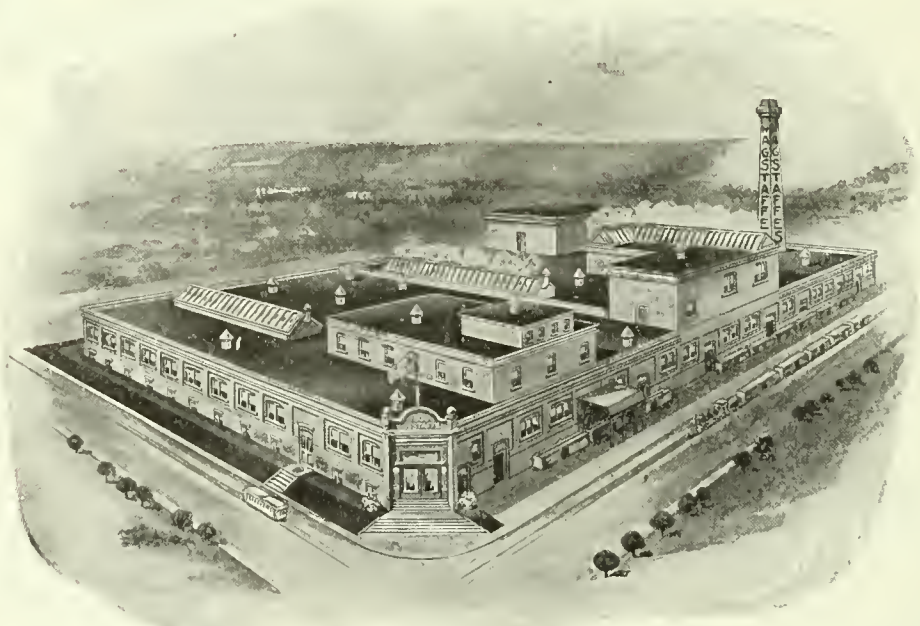
WAGSTAFFE'S

1914 New Season's Strawberry Jam

Now Ready For Delivery

Copper.
Prepared in Copper Kettles.

Silver.
Boiled in Silver Pans.



Gold.
Packed in Gold-Lined Pails and Glass.

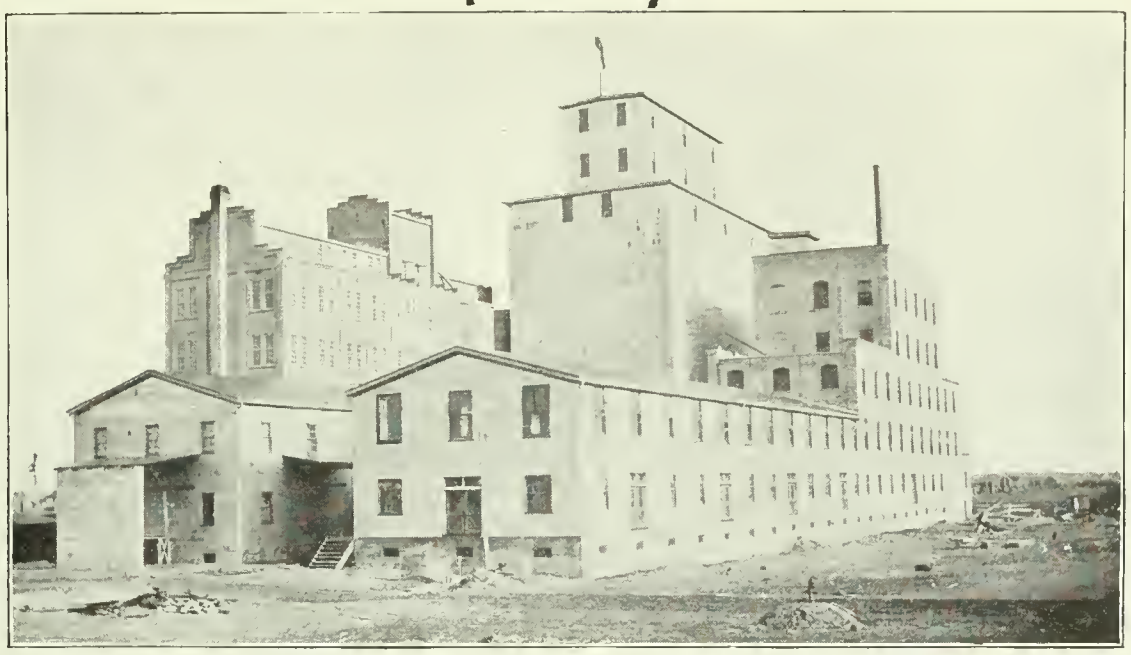
THE MOST UP-TO-DATE FRUIT PRESERVING PLANT IN CANADA

Mr. Grocer, we have made selection of only the richest, luscious red berries, full of flavor, obtainable in the Southern States and Ontario. Our agents from Hamilton have superintended the shipping of same, so that we can guarantee every jar and tin of Wagstaffe's Strawberry Jam, to be of the finest quality. Guaranteed fruits and sugar only.

WAGSTAFFE LIMITED

PURE FRUIT PRESERVERS

Hamilton **Canada**



In Western Canada Quaker Flour is made at Saskatoon; in Eastern Canada, at Peterborough. One or the other of these plants is splendidly located for your business.

This is an illustration of our Saskatoon Mill—modern in every detail—ready to serve you.

Total Flour Capacity 5,000 Barrels Per Day

Sold the World Over

The Quaker Oats Company

Made by the Manufacturers of

Quaker Oats, Puffed Wheat, Puffed Rice, Etc.

Peterborough, Ont., and Saskatoon, Sask. (624)

Length, 425 feet. Height, 115 feet. Capacity: 200,000 Barrels a year. Depth, 120 feet.

THE FRONTENAC BREWERIES, the finest, largest and best equipped in Canada

Frontenac Beer is Selling

Have you a stock? The new ½-doz. or full dozen cardboard package enables customer to carry it home under the arm. An idea appreciated both by latter and retailer.

Canada's Largest Brewery wants to do business with you.

THE FRONTENAC BREWERIES LIMITED, MONTREAL

80%

of the yearly output of

WILSON'S FLY PADS

is sold between the 15th of July and the 15th of October.

We are spending over $7,000 in advertising this year.

Keep a box on your counter and they will sell themselves.

The Wilson Fly Pad Co.

Hamilton

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVIII. PUBLICATION OFFICE: TORONTO, JULY 17, 1914. No. 29

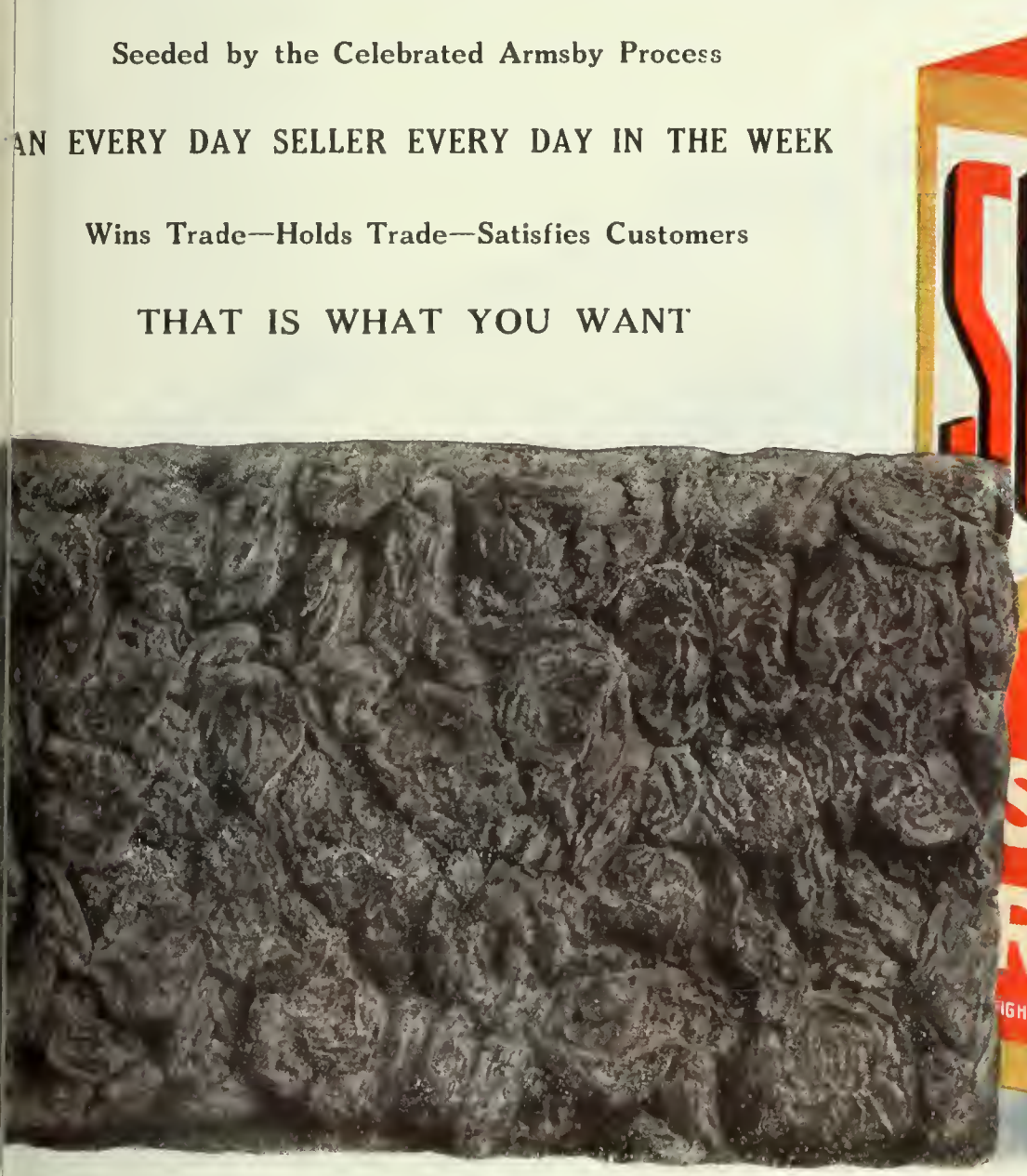
SUN-KIST Seeded Raisins—The Kind People Want

Seeded by the Celebrated Armsby Process

AN EVERY DAY SELLER EVERY DAY IN THE WEEK

Wins Trade—Holds Trade—Satisfies Customers

THAT IS WHAT YOU WANT



CANADIAN DISTRIBUTERS:

Revillon Wholesale, Ltd., Edmonton, Alta.
Simington Co., Ltd., Calgary, Alta.
Western Canada Wholesale Co., Ltd., Fernie, B.C.
R. P. Rithet & Co., Ltd., Victoria, B.C.
The Codville Company, Ltd., Brandon, Man.
The Codville Company, Ltd., Winnipeg, Man.
The Codville Company, Ltd., Moose Jaw, Sask.
The Codville Company, Ltd., Saskatoon, Sask.
Banld Bros., Ltd., Halifax, N.S.
G. E. Barbour Company, Ltd., St. John, N.B.
G. E. Barbour Company, Ltd., St. Stephen, N.B.
G. E. Barbour Company, Ltd., Woodstock, N.B.
John Sloan & Co., Toronto, Ont.
John Sloan & Co., Belleville, Ont.
John Sloan & Co., Berlin, Ont.
The F. J. Castle Co., Ltd., Ottawa, Ont.
Geo. Robertson & Son, Ltd., Kingston, Ont.
Hudon, Hebert & Co., Ltd., Montreal, Que.

Orinoco TUCKETT'S SMOKING Tobacco

Fine "Old Virginia"

It is not the tasteless sort that has no strength because it is sawdusty. Nor yet is it the strong, nerve-racking weed that kills the average smoker. It is a delightful blend of real "Old Virginia" tobacco that has been properly grown, fully ripened, carefully cured and prepared. It has a rich, mellow flavor and a fragrance that betokens real tobacco goodness. **Try it yourself and stock it for the men who appreciate a good smoke.**

Get "Orinoco" from your wholesaler.

Tuckett Limited

HAMILTON, ONT.!

SILVO

There's Money in SILVO

Its cleaning power on silver is magical. The heavy rubbing necessary with ordinary polishes wears off the plate. With SILVO just a light, brisk rub produces the required results quickly, and with little work. Stock SILVO and you will secure a profitable line that you can recommend with every confidence to your customers.

SILVO brings repeat orders. Write for trial sample and prices.

RECKITTS' (Oversea) Ltd., 122, Wellington Street West, **Toronto.**

"STOWER'S" Lime Juice Cordial

This delicious, cooling family beverage is a profit-maker during the hot days. The superior quality and refreshing deliciousness make it popular with the masses.

Stower's Lime Juice Cordial is a refresher that keeps the blood and digestive organs in a healthy condition.

A display of "Stower's" immediately attracts the buyers.

A few bottles on the counter and a supply in the refrigerator will pull sales. A trial will prove.

Stower's Lime Juice Cordial is supplied to His Majesty the King and to the British House of Commons.

ORDER NOW.

Arthur P. Tippet & Company

Agents

Montreal *Que.*

A Square Deal To Every Customer

Good Spices Promote Good Business

A GREAT many customers rely upon *your* judgment to meet their requirements—you can often sell what you choose.

Some Grocers sell goods that they *know* to be impure or adulterated, others sell impure or adulterated goods, but they do *not* know it.

In both cases the results are the same —the customer has been given the "bad end of the bargain" — she *hasn't been given a square deal.*

Wouldn't it pay you to *know* beforehand that the groceries you sell are *absolutely pure* and *full value?*

The Spice selling season is here. Don't sell *doubtful* brands, order *Pure Gold Spices* and be *sure* of their unequalled purity. They are the best to be had—the kind that *build future Business.*

Pure Gold Spices are guaranteed to meet all Government requirements.

Look up the Government Bulletins and see for yourself.

There's Continuity in "Pure Gold" Sales

The Pure Gold Manufacturing Co.

Toronto - Ontario

E
D S

Warm Summer days suggest E.D.S. Raspberry Vinegar——

In hot weather there is a big demand for cooling, thirst-quenching beverages.

Are you prepared to meet the need? You should be ready with a good stock of sparkling, thirst-quenching

Raspberry Vinegar

A very delicious beverage with a flavor all its own. See to your stocks.

Made only by

E. D. Smith & Son
Limited
WINONA ONTARIO

AGENTS:

NEWTON A. HILL -	Toronto
W. H. DUNN - - -	Montreal
MASON & HICKEY -	Winnipeg
R. B. COLWELL .	Halifax, N.S.
A. P. ARMSTRONG -	Sydney, N.S.

BORDEN MILK Co. LIMITED
EAGLE BRAND
Trade Mark of BORDEN MILK COMPANY LIMITED
GAIL BORDEN
EAGLE
BRAND
by which their PRESERVED MILK will hereafter be designated and for additional protection against imposition each Label will bear the signature.
Gail Borden
BORDEN MILK COMPANY LIMITED
MONTREAL, CANADA.

The rank old coffee pot's exit

In the days when coffee-making constituted the boiling of coffee and water together, making a strong, pungent, black liquor, coffee-making was not the scientific operation it is now. With the well-known fact taking deep root, that **coffee should not boil,** coffee-making is not easy and the result is that many a family is deprived of this delicious, satisfying beverage.

Borden's Reindeer Coffee steps into the breach—a really healthful beverage, rich with the true coffee flavor combined with milk and sugar, all ready to serve at a moment's notice. By pushing this coffee now you will not only fill the demand for a summer outing beverage, but will create an all-year-round sale.

Stock up now.

Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Building
Vancouver, B.C.

JAPAN TEAS

Furuya & Nishimura
Montreal

RENNIES SEEDS

PUREST-CLEANEST
MOST RELIABLE
GET CATALOGUE
AT BEST DEALERS
OR DIRECT
TORONTO - MONTREAL
WINNIPEG - VANCOUVER

A store convenience — costs little — gives big service

THE McGREGOR PAPER BAG HOLDER.

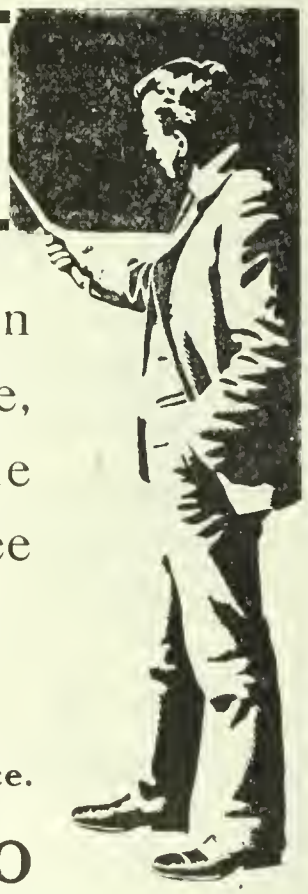
Holds every size bag from ¼ to 10 lbs. Always ready. Saves time, space and waste of bags. Supply of bags is laid in the top; one by one is secured as required. The most practical bag holder made. You cannot afford to be without one. Write for Prices and detailed particulars.

For sale by all first-class jobbers or

The O. P. McGregor Paper Co., Limited

411 Spadina Ave., Toronto

"DISTIL"
COFFEE ESSENCE



To make a delicious cup of Coffee, in but a moment, use Distil Coffee Essence, with hot water, cream and sugar. The quality never varies and the true coffee flavor is always pronounced.

Summer Time Is Coffee Time.

Order an assortment of sizes from our Agents at once.

THE HARRY HORNE CO., TORONTO

THE DISTIL MFG. CO., OF LONDON, ENG., Sole Manufacturers

"How to make more money with Canned Peas"—

Our Travellers will supply you with full information very shortly.

DOMINION CANNERS LIMITED, Hamilton, Ont.

From Mother to Daughter

Shirriff's True Vanilla has been adding to its list of friends for thirty years.

Once used the housewife asks for it again—mothers recommend it to their daughters.

Shirriff's
True Vanilla

is fifty per cent. stronger than the Government standard. It is made from the finest Mexican Vanilla beans. Our process brings out the exquisite flavor and bouquet.

It is good business to handle Shirriff's. It is a line that everybody asks for, and it gives a good profit. If you are not already able to supply your customers, write us for full information.

Imperial Extract Co.

Steiner and Matilda Streets

Toronto

Why wood is better than metal

Wooden Tubs and Pails will not rust, and they retain heat longer than those made of any other materials now sold on the market.

Cane's Woodenware, including pails, tubs, washboards, butter molds, etc., are made of carefully selected, evenly-grained wood—the best for the purpose that money can buy. Cane's products are unsurpassed for strength and durability.

Our long experience serves to prove this statement, and our **absolute guarantee** leaves no room for doubt.

If you do not already handle the Cane lines it will pay you to get a supply now. They are home necessities and are especially in demand during the house-cleaning season.

The Wm. Cane & Sons Co.

Limited

Newmarket **Ontario**

"SOVEREIGN"
SALMON

FINEST BRITISH COLUMBIA

SOCKEYE

QUALITY

IS OUR FIRST

CONSIDERATION

PACKED BY
THE ANGLO BRITISH COLUMBIA PACKING CO. LTD.
VANCOUVER, B. C.

SUMMER TIME

is the season for white things, when more OCEAN BLUE will be sold than ever. No other will satisfy your customers so well.

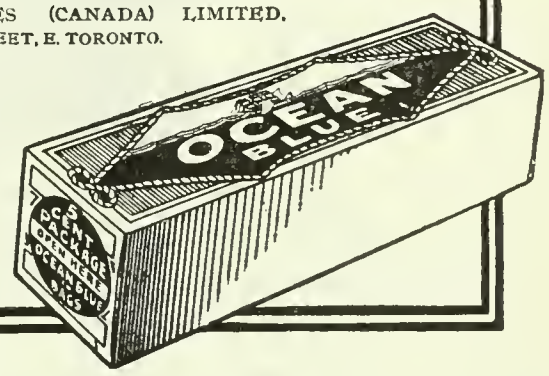
¶ So put in a window display of the attractive 5c. packages. It will draw permanent patronage.

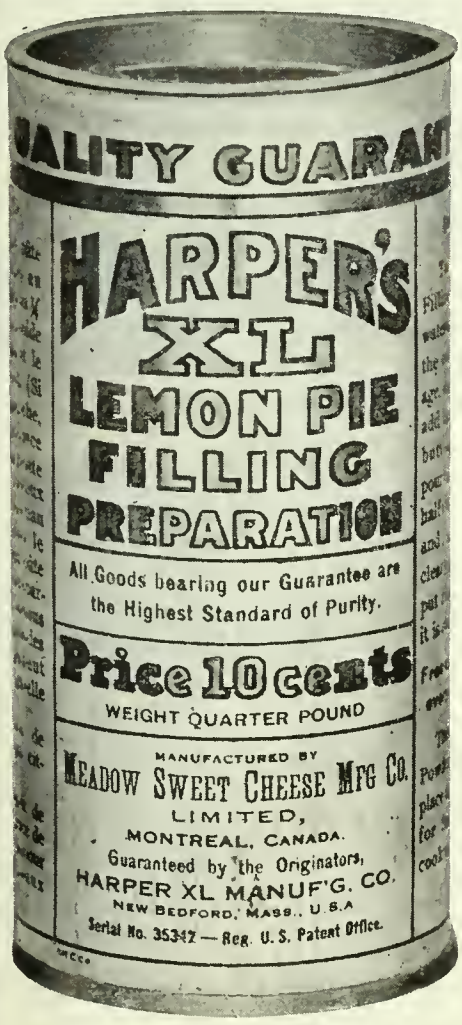
OCEAN BLUE

Order from your Wholesaler.

HARGREAVES (CANADA) LIMITED,
33 FRONT STREET, E. TORONTO.

Western Agents: For Man., Sask. & Alta. Nicholson & Bain Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For B.C. and Yukon: Donkin, Creeden & Avery, 117, Arcade Buildings Vancouver, B.C.





Pie-filling preparations of real quality

HARPER'S XL LEMON. "The finest Lemon Taste in every bit."

HARPER'S VANILLA.

HARPER'S CHOCOLATE.

GRAVY SOUP CRYSTALS Cannot be Excelled for Soups, etc.

THE GREATEST LABOR ECONOMIZERS YET.

Send for our attractive show-cards and circulars.

Order from

MEADOW SWEET CHEESE MFG. CO., LTD.
Montreal

CAN-O-WAX

a household necessity

A pure refined paraffine wax, sweet and clean. A very profitable seller during the preserving season.

Can-O-Wax makes an absolutely air-tight seal for Jelly, Canned Fruits, Catsups, Sauces, etc., in jars, bottles or glasses. The long, round sticks insure convenience and economy.

For laundry use it is indispensable, makes clothes white (no bleaching), will not injure the finest fabric. Costs little, saves much.

Let us send you a sample tin. Sold through the wholesale trade.

CANADIAN OIL COMPANIES, Ltd.

Toronto, Ont.; Winnipeg, Man.; Montreal, Que.; St. John, N.B.; Halifax, N. S.; Regina, Sask.; Calgary, Alta.; Nelson, B.C.

Sunkist Valencias

Are Now the Wanted Oranges

Glove-picked, tissue-wrapped Valencia Sunkist Oranges are now on the way to market. And juicier, sweeter, more delicious oranges were never shipped to dealers.

We are telling thousands of homes through our advertising in 100 of Canada's leading newspapers of their appetizing tang and *different flavor*. We are creating the demand. See that you can supply it, and reap the utmost profits.

Varied Appearance

Valencias are of varied exterior appearance. Some are lighter in color than others. But all are a deep red inside and of equally perfect flavor.

We are telling this to consumers, so the oranges with lighter skins are as easy to sell as the darker.

Order Now

Order from your jobber now. Get a good supply and place these oranges on exhibit.

Leave the wrappers on, for we are advertising a large list of Wm. Rogers and Sons' Silverware which we give in exchange for these wrappers.

This is helping create the demand for "Sunkist," and the wrappers displayed on the oranges attract trade to your store.

Sunkist Lemons are also big sellers. Order them when you order the oranges.

Get the benefit of our advertising in this way. See what it adds to your daily profits.

California Fruit Growers Exchange

105 KING STREET EAST, COR. CHURCH

TORONTO, ONT.

Swiss Dairy Brand MILK

(Manufactured in Ireland)

The price is down to

$3.60

per case of 48 tins

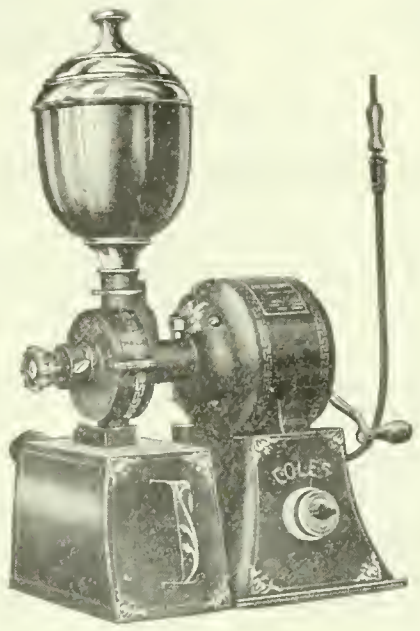
Order from your Jobber

Kirkwood & Sons

TORONTO

Don't Buy "An Electric Coffee Mill"

Buy a COLES GUARANTEED ELECTRIC MILL



There's a tremendous difference — as great as there is between an unsigned check and a signed one.

When the name COLES is on your mill you're certain it's "right."

Have you a copy of Catalogue 913C?

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

COLES MANUFACTURING CO.

1615 North 23rd St. **PHILA., PA.**

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.

The Jam with the "want more" taste

Furnivall's FINE FRUIT PURE JAM

Try it yourself—its deliciousness will convince you that your customers would appreciate it and buy again and again. The quality is better, but the price is no more than the ordinary.

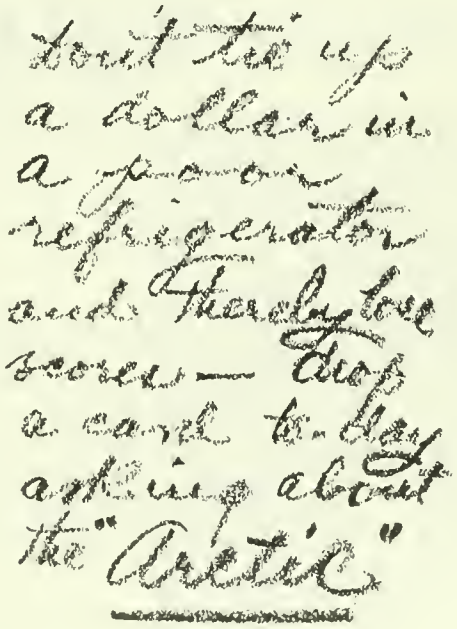
Put up in 5-lb. pails and glass jars. *Order from your wholesaler.*

Furnivall-New Limited

HAMILTON, ONT.

AGENTS.

Montreal, J. C. Chivers; Ottawa, E. Archdeacon; Toronto, Dunn-Hortop, Ltd.; Fort William, W. F. Elliot; Winnipeg, H. P. Pennock & Co., Ltd.; Manitoba, Saskatchewan, Alberta, W. H. Escott Co., Ltd. Offices: Regina, Calgary, Edmontou; B. C. Woodworth, 533 Robie St., Halifax; W. W. Chase, 79 Paradise Row, St. John, N.B.



John Hillock & Co., Limited

TORONTO

Agents:—Western Ontario: J. H. Galloway & Co., Hamilton. Saskatchewan: Western Butchers' Supply Co., Regina, Sask.

Kops Ale & Kops Stout

(Non-Alcoholic)

Ideal Summer Beverages

Scientifically brewed from the finest Kentish Hops, retaining the healthful, bitter principle derived from Hops only. They are, nevertheless, non-alcoholic and non-intoxicating.

There are no more wholesome, salutary, palatable beverages than these.

Possess distinct tonic and stimulating properties.

If you did not try them last Summer, we should like to make arrangements to supply a sample lot.

THE BEST FOR YOUR TRADE.

CANADIAN AGENTS:—Nelson, Shakespeare, Watkins, Ltd., Vancouver, B.C.; Ruttan, Alderson & Lound, Ltd., Winnipeg; Kenneth H. Munro, Coristine Bldg., Montreal; Royal Stores, Ltd., St. John's, Nfld.

KOPS BREWERIES, London, S.W., England

Are you getting the recreation you need this summer?

or are you depriving yourself of a much-wished-for vacation simply because your books and credit accounts need your constant attention?

Why not make your work easier and enjoy life's pleasures by eliminating drudgery and worry from your business with

The McCaskey One-Writing Account System

This up-to-the-minute system places your credit business on a profitable basis, ensures regular collections and enables you to see at a glance just how your credits stand.

At every purchase the customer gets a statement in full. Only one writing is required. Your clerks can look after the credit business without an error and you can enjoy an occasional holiday with a knowledge that business is going on in regular order. During extended holidays the clerks can send you a daily credit account report.

Let us show you how the McCaskey will benefit your business and pay for itself in a short time.

Dominion Register Co.

Limited

90-98 Ontario Street - Toronto, Canada

Trafford Park, Manchester, Eng.

FIRST AND STILL THE BEST

CLARK'S
Summer Trade Lines

are worth money to you,
MR. GROCER.

The following are all sellers:

Peanut Butter
Corned Beef
Roast Beef
Boiled Beef
Roast Mutton
Boiled Mutton
Plum Pudding
Lunch Ham
English Brawn
Veal Loaf
Beef Ham Loaf
Beef Loaf
Boneless Pigs' Feet
Minced Collops
Tomato Ketchup
Beefsteak and Onions
Jellied Hocks
Stewed Kidney
Irish Stew
Cambridge Sausage
Sliced Smoked Beef
Potted and Devilled Meats, all varieties.
Mincemeat
Picnic Pates
Tongue, Ham and Veal Pates
Soups (Concentrated)
Boneless Chicken
Jellied Veal

OX TONGUES in all sizes

Etc., Etc.

CLARK'S
Pork and Beans

Order Now

W. CLARK, LIMITED, MONTREAL

1914 CROP APRIL PICKINGS JAPAN TEA

—the finest sample that comes to Canada, packed by Hellyer & Co., expressly for our trade in 50-lb. boxes and 85-lb. half-chests, to retail at 50c. Branded Tartan Fancy Leaf.

Also 200 half-chests Rob Roy Japan packed by the same firm, to retail at 25c.—the cheapest Green Tea in the world.

Samples on application, or you can consult our travellers.

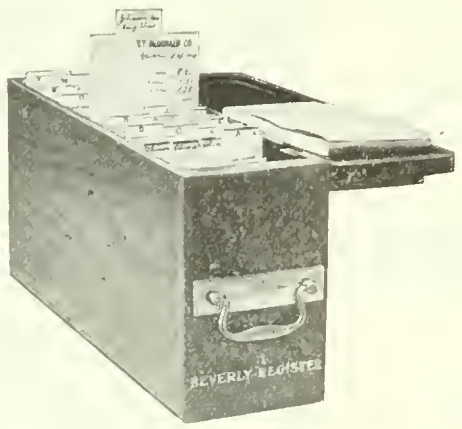
BALFOUR, SMYE & CO., Wholesale Grocers, **HAMILTON, ONT.**

John Wanamaker says that advertising doesn't jerk—it PULLS. He ought to know, and yet some men think that advertising should go against all rules and precedents and jerk them to success with one tremendous yank.

The "Beverly" makes accounts easy to collect

It is the most compact account register on the market. As efficient, durable and practical as any of the higher-priced Registers. Let us prove to you the simplicity and the many other valuable features of the **BEVERLY** Register.

A card will bring you full particulars. Is it not worth your while to investigate?



Write to Agents Wanted

Lance & Culp,

Can. Sales Agents, 22 Adelaide St. E., Toronto

Manufactured by

The Beverly Register Co., Picton, Ontario

For a good smoke or chew

no tobacco can touch the famous quartette of Rock City brands—

Rose Quesnel
(*Smoking*)

Master Mason
(*Smoking*)

King George Navy
(*Chewing*)

Maple Sugar
(*Chewing*)

Any grocery or general store handling these lines will pull a big slice of the men's business, for they appeal to all ages of tobacco users.

Order from your wholesaler.

The Rock City Tobacco Co.

Quebec Winnipeg

YOU CAN INSURE

Your customers' success in putting down their Fruits, etc., by selling them

St. Lawrence Granulated

The Sugar that's 100 per cent. pure cane.

Good Sugar means Good Fruit.

Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste 'Bluenose' yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

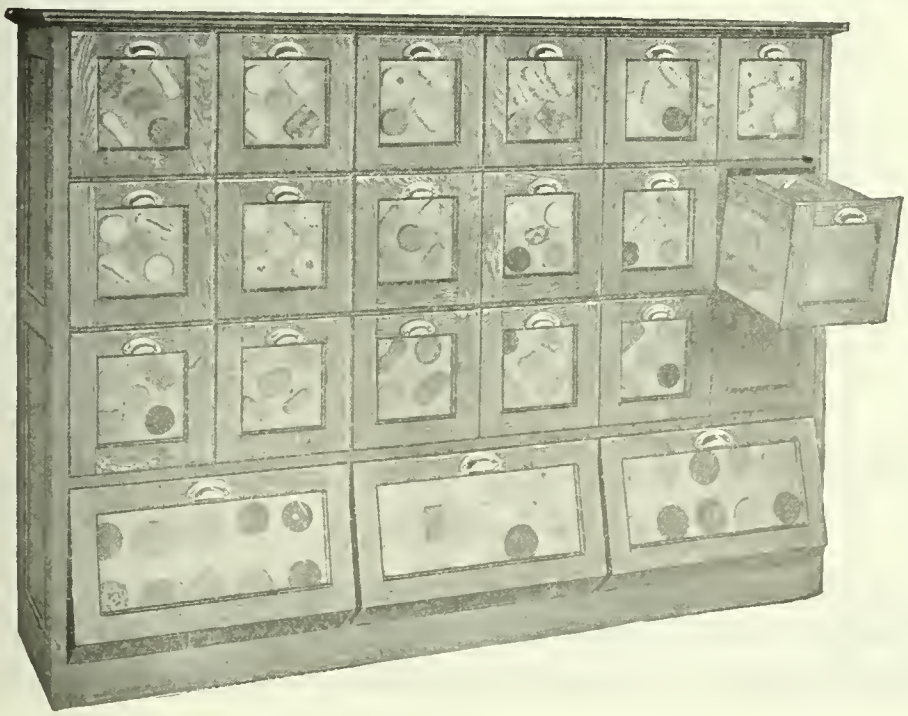
Halifax, - N.S.

Standard Biscuit Case

In Sectional Lengths

makes provision for not only your tins, but also large wooden cake boxes which you find difficult to place and show contents to advantage.

This case shown is 6' long and 54" high, having 3 large patent roller bins in base, with bevel front to display cakes or contents of large cake boxes, and above this glass display oak front slides, fitted with rollers to insure easy running, show your stock of cakes in tins. Every large bin in base adds two feet to length of case.



Stock lengths are 6', 8' and 10', but may be made to order in any length and also fitted with shelving to match regular fixtures. Made in oak to match your fixtures and sell your cakes.

Walker Bin & Store Fixture Co.,

LIMITED

Berlin, Ontario

Representatives:

Manitoba:—Watson & Truesdale, Winnipeg, Man.

Sask., Alta., and Eastern B.C.:—North-West Specialty Co., 226, 3rd Ave., Saskatoon; 111 Howard Ave., Edmonton; 110 Eastman Chambers, Regina.

Vancouver, B.C.:—R. J. Borland, 1105 Pacific Street.

Montreal:—W. S. Silcock, 33 St. Nicholas St.

Maritime Provinces:—R. R. Rankine, 46 Adelaide St., St. John, N.B.

Carr & Co.'s Carlisle Biscuits

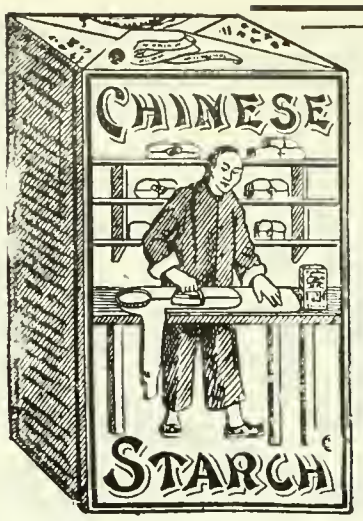
have their own distinct following. People who know good biscuits, use good biscuits, demand good biscuits, are the people who buy Carr's Biscuits.

The mere "say so" that you handle Carr's Biscuits puts you into the front rank of a quality salesman.

For prices, etc., write to-day.

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Limited, Montreal; Dunn-Hortop, Limited, Toronto; Hamblin & Brereton, Limited, Winnipeg, Man., and Vancouver, B.C.; T. A. MacNab & Co., St. John's, Newfoundland.



You can give

your customers a better quality at the regular price when you sell them

CHINESE STARCH

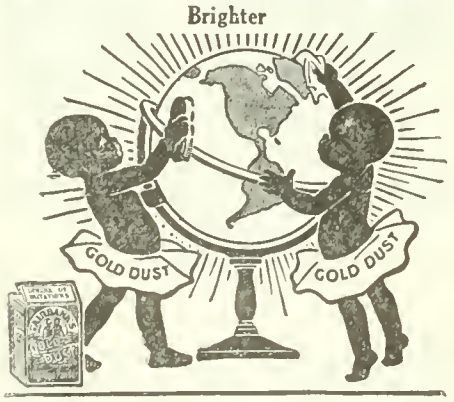
And they'll come back for more, for there is no other starch that will produce results equal to those obtained with Chinese Starch.
Show your next customer a package of Chinese Starch and explain to her that it is so made that the iron will not stick.
The pleasant, clean-smelling odor imparted by Chinese Starch is another reason why this is the most popular starch sold in Canada to-day.

Freight charges paid on all orders of 2 cases or more.

Ocean Mills, - Montreal

THE NAME "FAIRBANK" MEANS SOAP SURETY

The Gold Dust Twins Make the Whole World Brighter



Billboards, street cars, magazines and newspapers have carried the GOLD DUST message to housewives everywhere and GOLD DUST is recognized by your customers as the cleanser that saves them most work.

GOLD DUST is so well known that it sells itself if displayed, but a word from you as to its qualities means quicker sales.

"RECOMMEND GOLD DUST—EVERY SALE MEANS ANOTHER."

The N. K. Fairbank Co., Limited
MONTREAL

JOHN BURGESS & SON, Limited

Sauce and Pickle Manufacturers
LONDON, ENGLAND

The firm was established in 1760 and for over 150 years has been manufacturing goods which have stood and still stand

PRE-EMINENT IN QUALITY.

TRY MM PICKLE

A Sure Seller

THERE MAY BE GOODS AT LESS PRICES, BUT THERE ARE NONE OF EQUAL VALUE.

Write to or call on the Sole Agents in Canada

DAVIDSON-BOWLES, LIMITED

86 Wellington Street West, - - TORONTO

Every Retail Grocer in Canada

handling Candy should get his Confectionery Jobber to show him samples of all the National Licorice Company's penny Licorice goods.

Their delicious quality, generous sizes, novel shapes and general attractiveness insure quick, profitable and increasing sales.

If you cannot secure the above-named goods from your wholesaler, kindly notify

National Licorice Company
Montreal

Richards
QUICK NAPTHA
THE
WOMAN'S SOAP

A Profitable Buy for Both The Dealer and Consumer

The Richards Pure Soap Co.
Limited
Woodstock Ontario

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and exten ds from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

CHARLES H. COLE
Agent for McVitie & Price, Jas. Pascall, T. W. Beach, Johnston-Baird Co., etc.
New Address:
33 Front Street East - Toronto
Montreal Office: 501 Reade Bldg.

MORROW & COMPANY
CEREALS
TORONTO, - - - - - CANADA.
Rolled Oats, Oatmeals, Rolled Wheat, Split Peas, Pot and Pearl Barley, Graham Flour, Buckwheat Flour, Potato Flour, Wheatlets, Cornmeal, Lentils, Beans and Peas, Domestic and Imported; Sal Soda, etc., etc. Write for prices and samples, carloads and less.

"Canned Foods Ltd."

W. H. Millman & Sons
General Sales Agents for Canada

W. G. PATRICK & CO.
Limited.
Manufacturers' Agents and Importers.
51-53 Wellington St. W., Toronto

AGENCIES SOLICITED
Excellent connection with Grocers, Druggists and Confectioners—wholesale and retail.
M. D. BEARD
50 Front St. East TORONTO

W. G. A. LAMBE & CO
TORONTO
Established 1885
SUGARS FRUITS

A want ad. in this paper will bring replies from all parts of Canada.

ONTARIO (Continued)

HENRI DE LEEUW
28 Front Street E. TORONTO
RICE, COFFEE, DRIED FRUITS, SEEDS. CANNED and FRESH FISH, CHEESE: EDAM, STILTON, ROQUEFORT; CONFECTIONERY, ETC.

COLLECTIONS
Accounts and claims of every nature collected everywhere. Send for free booklet C and forms.
COMMERCIAL COLLECTION CO.
77 Victoria St., Toronto, Ont.

WESTERN PROVINCES.

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG.
We solicit accounts of large and progressive manufacturers wanting live representatives.

G. C. WARREN, REGINA, SASK.
Importer, Wholesale Broker and Manufacturers' Agent.
Trade Established, 15 years.
Domestic and Foreign Agencies Solicited
Warehouse: 1313 Garnet St.

LEADLAY LIMITED
Grocery Brokers and Importers
WINNIPEG TORONTO CALGARY
332 Bannatyne 309 King St. W. 510 Ninth Ave. W.

W. H. Escott Co.,
LIMITED
Wholesale Grocery Brokers and Manufacturers' Agents
Commission Merchants
WINNIPEG REGINA
CALGARY EDMONTON

Hamblin & Brereton
LIMITED
Importers and Manufacturers' Agents.
Winnipeg, Calgary, Vancouver.
We call on the Jobbing and Retail Trade.

WESTERN PROVINCES—Continued.

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents
WINNIPEG - MAN
Domestic and Foreign Agencies Solicited.

COCKBURN-NOLAN CO.
Limited
Importers, Brokers and Commission Merchants
Representing Pugsley-Dingman Co., Limited. Canned Foods, Limited.
312-314 Ross Avenue Winnipeg

H G. SPURGEON
WINNIPEG
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce.
P.O. Box 1812.

FRANK H. WILEY
Wholesale Commission Merchant and Grocery Broker
757-759 Henry Ave., WINNIPEG

Ruttan, Alderson & Lound, Ltd.
Successors to
RUTTAN & CHIPMAN
Commission Brokers
WINNIPEG. MAN.

BRITISH COLUMBIA.

The Campbell Brokerage Co.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street, Vancouver, B.C.

O'Loane, Kiely & Co., Ltd.
Wholesale Grocery Brokers and Commission Merchants, Canned Goods, Dried Fruits, Cereals and Grocers' Sundries, Buyers' and Sellers Representatives and General Agents. Inspectors and Shippers of Canned Salmon. Trackage, common and cold storage warehouse facilities.
RELIABLE ACCOUNTS SOLICITED.
References: Bank of Montreal, Bradstreet and Dun. VANCOUVER, B.C.

NEWFOUNDLAND

T. A. MACNAB & CO.
ST. JOHN'S, - NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
Codes: A, B, C, 5th edition, and private.

QUEBEC.

SPLENDID CONNECTION

Amongst the Jobbers and Retailers

I am open for a few more agencies, and can handle them to advantage.

Have You a Line of Candy Gross Goods?

CLAUDE BEAUCHAMP

223 Commissioners St., Montreal.

The

Condensed Ad.

page

will interest you

Mathieu's Nervine Powders

MATHIEU'S
NERVINE POWDERS
For Headache and Neuralgia
Contain no Opium, Morphine or Chloral.
One powder will relieve and a few powders will cure you.
If you have a bad headache,
If you are feverish,
If you do not sleep well,
If you are nervous,
If you have LaGrippe,
If you suffer from neuralgia
These powders are very good for children cutting their teeth.
18 Powders for 25 cents
DIRECTIONS

are a simple but effective remedy in all forms of headaches—a remedy which every merchant can recommend as a quick and sure cure.

Try *Mathieu's Nervine Powders* yourself at our expense as per coupon attached, if you don't know them and are a sufferer from headaches.

As a remedy for colds and bronchial troubles Mathieu's Syrup of Tar and Cod Liver Oil has become famous and this sister preparation —Nervine Powders—is rapidly winning its way.

The
J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of Matbieu's Nervine Powders to the following address:—

Name .....
With (Name of firm) .....
Street .....
City or town .....Prov.....

ARE YOU SHARING

with us the steadily growing popularity of

MAPLEINE

ORDER FROM

Frederick E. Robson & Co., 25 Front St. E., Toronto, Ont., Canada,

Or

Mason & Hickey, 287 Stanley St., Winnipeg, Man., Can.

CRESCENT MFG. CO.
SEATTLE, WASH.

BRAND **STUHR.**

STUHR'S

CAVIARE
FILLETED ANCHOVIES

(In Brine).

ANCHOVY PASTE

(In Tubes).

Sold by all High-Class Provision Dealers.

C. F. STUHR & CO., Hamburg.

Don't Miss Seeing the

Classified Opportunities

on page 61

OAKEY'S

The original and only Genuine Preparation for cleaning cutlery.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

One pint of delicious Jelly for only 5c.

That's what your customers get from every package of **Bee Brand Jelly Powder.** A big seller everywhere. Extensive consumer advertising is creating demand. A trial will convince. **Bee Brand** stands comparison with 10c lines. Ask your wholesaler. Responsible agents will hear of a good proposition.

FORBES & NADEAU, Montreal, Que.

—the greatest wash-day requisite ever invented—

"VIG-NOL"

It has peculiar properties which make it a winner—removes dirt without rubbing and without injury to finest fabrics—a lightning cleanser, a lightener of work, a lightning seller. You should introduce the wonderful tablet form cleanser now to your trade. Special introductory offer on request.

H. NAGLE & CO. P.O.Box 2024 **MONTREAL**

Jobbers, write for discounts.

Distributors:
Young Co., Ltd., Sudbury, Ont.
Will Hill & Son, Vancouver, B.C.

Cowan's Maple Buds

the one best confection

Everybody—old and young likes Cowan's Maple Buds

Take advantage of our extensive advertising

They're advertised everywhere in the Dominion

Nothing but pure chocolate, pure milk, pure sugar, and so easily digested. **Stock them in your Candy department.** They make friends everywhere—and keep them.

The Cowan Company, Limited

Toronto, Canada

SPECIALS in CANNED GOODS

We are offering the following
at attractive prices

3,000	Cases	Canned Tomatoes - -	3's
2,000	"	Standard Peas - -	2's
500	"	Pumpkins - - - -	3's
300	"	Lombard Plums - -	2's
300	"	Red Pitted Cherries -	2's, H.S.
200	"	Gallon Pumpkins - - -	
500	"	Red Star Salmon -	1's, Tall
300	"	Oregon Red Salmon - -	
200	"	Bartlett Pears - -	2's, H.S.
300	"	Crawford Peaches,	2's, H.S.

Don't buy before getting our prices

EBY-BLAIN, LIMITED

Wholesale Grocers

TORONTO CANADA

'I've tasted some toffees'
to my time, but this Sharp's Kreemy Toffee is just the "toffiest" toffee I've ever tasted. It's a regular joy-chunk. It's got the real creamy flavour that makes you want more—and more—and then more of it. You take my tip and get some yourself, and you'll agree with me that Sharp's Kreemy Toffee——
"The Toothsome Toffee."
——is the finest you ever tasted."
Sold Everywhere.
Sharp's
Kreemy Works, Maidstone.
Kreemy Toffee

By Getting Your

TEETH IN IT

IS THE ONLY WAY YOU CAN THOROUGHLY ENJOY THIS

Joy Chunk

and by having 100 lbs. of Sharp's Kreemy on your counter is the only way you can enjoy the large profits that are obtainable on this fast-selling line.

Made at Kreemy Works, Maidstone, Eng., and sold all over the world

Write direct to our agents for a trial order.

AGENTS:

The HARRY HORNE CO., of Toronto—For Ontario. Howe, McIntyre & Co., of Montreal—For Quebec. Geo. S. De Forest & Sons, of St. John—For New Brunswick. J. S. Creed, of Halifax—For Nova Scotia. Leadlay, Ltd., of Winnipeg, for Manitoba and Saskatchewan. Hamblin & Brereton, of Vancouver, for British Columbia and Alberta.

Here are a few of

McVitie & Price's BISCUITS

established favourites from the Old Country, which every **grocer should stock**

DIGESTIVE.	"The Premier Biscuit of Britain." Finest wholemeal.
SCOTTISH ABERNETHY.	The Scottish favourite.
ACADEMY CREAMS.	Rich cream-filled shortbread biscuit.
CREAMY CHOCOLATE.	Chocolate biscuit filled with cream.
OSBORNE.	The standard Old Country biscuit, delightful flavour.
RICH TEA.	Popular Scottish tea biscuit.
SMALL PETIT BEURRE.	Fine butter flavour.
CORONATION.	Rich shortcake.
BUNTY CREAMS.	Butterfly shape, cream sandwich, almond flavour.
BUTTERETTE.	Light short-eating cracker.
ROYAL SCOT.	Ideal tea or coffee biscuit.

Recognized Official Agents in the following cities:—Halifax, Montreal, Toronto, Winnipeg, Calgary, Edmonton, Lethbridge, Vancouver and Victoria.

Cleave's

CELEBRATED

DEVONSHIRE CREAM

Chocolate

A high-grade and up-to-date article, showing an excellent profit and giving increasing satisfaction.

THE CHOCOLATE THE PEOPLE WANT.

Also other new and attractive 5 cent lines.

AGENTS:

MONTREAL—F. Davy & Co., 6 St. Sacrament St.
TORONTO—Mason's Ltd., 25 Melinda St.
WINNIPEG—Hamblin & Brereton, Ltd., 149 Notre Dame Ave. E.
VANCOUVER—Hamblin & Brereton, Ltd., 842 Cambie St.

JOHN CLEAVE & SON, LIMITED
CREDITON, DEVON, ENGLAND

STOP AND LISTEN

TO THE SONG OF

MELAGAMA

"Right from the wondrous soil of Ceylon's finest gardens,
Where balmy breezes blow and sunny rays are plenteous,
Consignment ships of Tea come speeding o'er the oceans,
To Melagama's home, where Tea is e'er delicious."

—DIRECT TO OUR WAREHOUSE FROM THE ORIENT—

Every Grocer wants the "Safety-First" table delicacies. Melagama Tea and Coffee are absolutely pure and safe for satisfying drinks.

They are weighed and packed without the Tea or Coffee themselves being handled.

FLAVOR and PURITY Preserved —Melagama Tea in Sealed Lead Packages.
—Melagama Coffee in Sealed Tins.

MINTO TEA

Do not let your stock of Minto Tea become depleted. Remember this,—Minto Tea advertises itself. There is real money in every package and the children know this too well.

MINTO BROS.

LIMITED

45 East Front Street

TORONTO

NEW JAPAN TEA

N.B.—When sending your next order, don't forget to include a 25, 50, or 80-lb. package of our new High-Grade Matchless XXX Japan Tea.

Price and Quality Guaranteed.

BUSINESS IS GOOD

with us.

And so it will be with you if, in your store, you keep a good supply of

PEEK FREAN'S BISCUITS

Foster Clark's Cream Custard

Sharp's Kreemy Toffee

and many other seasonable lines which we are now offering to the trade.

MR. RETAILER—You know yourself, if you have the Goods, you will surely get the Business.

Send for our Illustrated Price List of General Lines.

THE HARRY HORNE CO.

MFG. AGENTS, IMPORTERS, AND GROCERY BROKERS

Office and Warehouse, 309-311 King St. W. TORONTO, CANADA

WARRANTY

We hereby warrant the contents of this package, as manufactured by us, to be pure and unadulterated in accordance with the warranty provided for in the third Schedule to the Adulteration Act, chap. 133 of the Revised Statutes.

WARNING

Any person or persons found guilty of substituting the contents of this package with inferior or impure goods will be prosecuted according to law.

White Swan Spices & Cereals, Limited
Toronto, Canada

"Safety First"

Penalty!

Section 32 of the Adulteration Act, chapter 133 of the Revised Statutes, provides that:

Every person who, by himself or his agent, sells, offers or exposes for sale any article of food or any drug, which is adulterated within the meaning of this act, **shall incur** a fine or imprisonment, or both, and for subsequent offenses a fine of **not less than** $50.00 and costs, or **imprisonment**, or **both**.

Protection!

Schedule 3 of the Adulteration Act. chapter 133 of the Revised Statutes, provides:

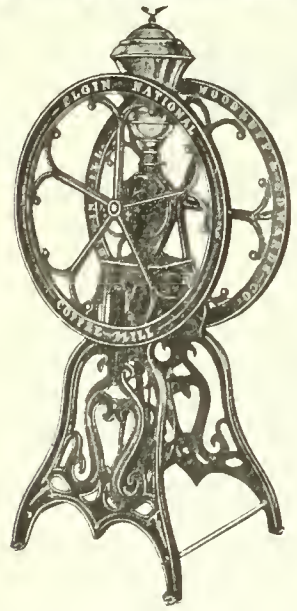
Absolute protection for the dealer in the form of warranty as shown above.

Protect yourself by demanding this warranty.

Every White Swan package is guaranteed and sealed with this warranty.

Protect yourself by buying only White Swan products.

White Swan Spices and Cereals Limited,
Toronto, Canada



A Few Turns
—the Elgin does the work

Though a hand-propelled coffee mill it turns easily and grinds as rapidly as nearly every power machine made. The new style force-feed, **steel-cutting** grinders do not pulverize, but cut the coffee beans — quickly adjusted to all requirements. There are thousands of satisfied users —ask your friends. Any of these jobbers will give you our catalogue and lowest prices.

HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.; R. B. Hayhoe & Co.; Minto Bros.
MONTREAL—The Canadian Fairbanks Co. (and branches); Minto Bros.
QUEBEC—Minto Bros.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co.; Dearborn & Co.
WINNIPEG—Blue Ribbon, Limited (and branches); The Codville Co. (and branches).
REGINA, SASK.—Campbell, Wilson & Strathdee, Ltd.
SASKATOON—Campbell. Wilson & Adams, Ltd.
EDMONTON, ALTA.—The A. MacDonald Co.
CALGARY—Campbell, Wilson & Horne, Ltd., and P. D. McLaren, Ltd.
FERNIE, B.C.—The Western Canada Wholesale Company, Ltd.
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelly, Douglas & Co., Ltd.; Empress Manufacturing Co.

MADE BY

Woodruff & Edwards Co.

ELGIN, ILL., U.S.A.

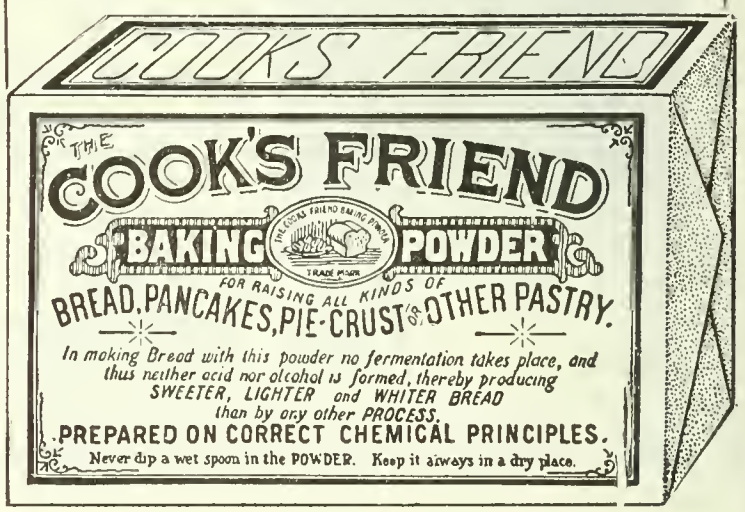
Cook's Friend

the Baking Powder with recognized quality without the fancy price.

A leader for over 50 years.

Absolutely pure. A good seller with a good profit.

W. D. McLAREN, Limited, Montreal


COOKS FRIEND
THE COOK'S FRIEND
BAKING POWDER
FOR RAISING ALL KINDS OF
BREAD, PANCAKES, PIE-CRUST & OTHER PASTRY.
In making Bread with this powder no fermentation takes place, and thus neither acid nor alcohol is formed, thereby producing SWEETER, LIGHTER and WHITER BREAD than by any other PROCESS.
PREPARED ON CORRECT CHEMICAL PRINCIPLES.
Never dip a wet spoon in the POWDER. Keep it always in a dry place.

Still increasing the Increase!

YET AGAIN QUALITY SCORES A TRIUMPH

39,802 lbs.

INCREASE IN ONE WEEK

This was the record for the week ending July 11th, in comparison with the corresponding week last year. And this wonderful record continues week after week.

Discard the slow-selling brands—build your trade on SALADA alone. ***Let us guarantee your tea sales.***

"SALADA"

LONDON, ENG. 41 Eastcheap | BUFFALO 78 W. Genesee St. | NEW YORK 100 Hudson St. | TORONTO 32 Yonge St. | MONTREAL St. Paul St. | BOSTON 34-35 S. Market St. | CHICAGO 361 N. River St. | DETROIT Shelby Block

Branches also in Pittsburg and Philadelphia

Our sales are increasing, yours will if

you start right now with a good display and stock of the high quality

Bertrand's Macaroni

Since 1825 it has given the better satisfaction to thousands of buyers the world over.

It is a genuine French macaroni —made by expert French Chefs in three large immaculate factories which are kept busy supplying the demand.

Try Bertrand's and you will sell no other. The profit makes it worth while.

Henri Jonas & Co.

MONTREAL

Sole Agents Canada and U.S.A.

To the go-ahead Butcher or Grocer

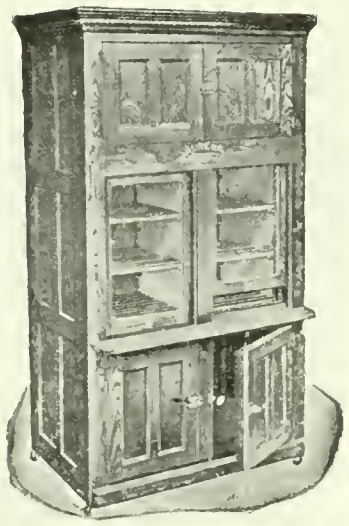
—the installation of an **Eureka** Refrigerator marks the epoch of greater sales, greater business prestige and greater profits.

The **Eureka** is a refrigerator in the full sense of the word—not an ordinary ice box. Cold, dry air is in constant circulation. Goods are kept fresh, sweet and wholesome.

The scientific principles of refrigeration as embodied in the **Eureka** have never been equalled.

For over 28 years it has been building up a reputation—an absolute guarantee for service and satisfaction goes with every Eureka.

It costs nothing to investigate. A card will bring particulars.



EUREKA Refrigerator Co.

Limited

31 Brock Ave., Toronto

Colman's SAVORA

The new flavoring preparation for salads, meats, fish, etc.

Delicious and Appetizing

Here is something that you and your trade will appreciate—the new appetizer with the new flavor, the new aroma. It puts zest into the meat, fish or salad at your dinner.

A small trial order will be the foundation of big business in "Savora." **Send to-day and introduce it to your customers.**

Magor, Son & Co., Limited

AGENTS FOR DOMINION OF CANADA

403 St. Paul St., Montreal; 30 Church St., Toronto

Peter, Peter, Pumpkin Eater,
Had a wife and couldn't keep her
Better food in vain they sought,
Till Crown Brand Syrup Peter bought.
Now they eat it all the time
Think it great and say it's fine!

Crown Brand Corn Syrup

This pure food costs so little and goes so far that its merits should be known in every household. Spread it on bread when the kiddies want a "piece." Serve it with pancakes and fritters. Use it to sweeten puddings, pastry and cakes. ¶ Most delicious taffy and candies can be made with Crown Brand Corn Syrup.

¶ Our Free Recipe Book tells of numerous economies its use will effect in the kitchen. Send for a copy. Address Montreal Office.

PETER'S PUMPKIN PIE

1 Pint Milk.
3 Cups Strained and Dried Pumpkin.
1 Cup Sugar.
1 Cup Crown Brand Syrup.
3 Eggs (beaten separately).
One half saltspoon Salt
1 Tablespoon each Ginger and Cinnamon.

Beat all together until thoroughly mixed, and bake with under crusts only.

The Canada Starch Co. Limited

Manufacturers of The Edwardsburgh Brands

MONTREAL CARDINAL TORONTO BRANTFORD VANCOUVER

Let Peter Pile Up Profits——

PETER, the famous pumpkin eater—has joined the crowd and now eats

Crown Brand Corn Syrup

He and five of his story-book friends are reminding Kiddies and their parents of this delicious table delicacy, in great big ads.—twice as wide and twice as high as this little reproduction.

More demand—same good profits—how about your stock?

Canada Starch Co., Ltd.

Montreal Cardinal Brantford

CANADIAN GROCER

VOL. XXVIII JULY 17, 1914 No. 29

Three Sections of the Trade in Conference

Convention of Dominion Wholesale Grocers' Guild Brings Them Together—Will Work in Harmony Towards Placing Business on Better Basis—More Addresses by Wholesalers.

Reported by Staff Correspondent.

MONTREAL, Que., July 14.—Probably the most important section of the Wholesale Grocer's Guild Convention held here last week was that devoted to the discussion of the common interests of the retail, wholesale and manufacturing departments of the grocery trade. The wholesalers gave a hearty reception to the retailers who had been meeting in Montreal for the purpose of taking up questions that came under the Dominion Grocers' Section of the Retail Merchants' Association.

B. W. Ziemann, of Preston, Ont., president of the Retail Merchants' Association of Canada, introduced the delegation and covered the policy of, and the work being done by the Association. He impressed the wholesalers with the fact that the retailers were alive to the dangers threatening them and that the retailers, through the Retail Merchants' Association of Canada, had now a splendid organization and one that was in a position to ably cope with these dangers.

W. J. Mellen, a Brantford, Ont., grocer, who was elected president of the Grocers' Section, as announced in last week's issue, referred to the work the association had undertaken and touched upon some of the reforms the retailers were striving for.

Want Wholesalers' Co-operation.

In a strong, stirring address, E. M. Trowern, secretary of the Retail Merchants' Association, of Canada, placed before the Guild Convention facts that showed what had been done, and what further work the association had undertaken. The co-operative store question was vigorously dealt with. Every reader of Canadian Grocer knows Mr. Trowern's sentiments in this regard so that it will not be necessary to go fully into them here. He, however, surprised somewhat members of the Guild with a statement that the Co-operative Society of England with its immense capital was proposing to establish a depot in Canada. There was a wrong to be remedied here, he maintained. He called the remedy "Well-fare Work." The Grocers' Section of the Retail Merchants' Association requested the co-operation of the Wholesale Grocers' Guild to combat the stated dangers that beset the merchandising of foodstuffs in Canada.

D. W. Clark, a Toronto grocer, and ex-president of the Ontario R. G. A., supported Mr. Trowern's appeal for assistance and in his usual convincing way urged the entire trade to take immediate action.

Eric C. Jamieson, a Hamilton grocer, and secretary of the Hamilton R. M. A., told of the progress being made by the Association in the Ambitious City.

J. A. Beaudry, of Montreal, and treasurer of the R. M. A. of Canada, set

DOMINION GROCERS' SECTION OF R. M. A. FORMED.

The organization of a Dominion-wide Grocers' Section of the Retail Merchants' Association of Canada was the result of a meeting of representatives of the different Provincial sections held in Montreal last week. The step was one of considerable significance to the trade, indicating as it does an effort in the future in the interests of the retail grocer which will not be hampered by the provincial boundaries.

Invitations were issued to all the Grocers' Sections of the Dominion, and those not represented by their officers had a silent influence through their proxies. The objects of the new organization generally will include the consideration of all questions pertaining to the grocery business throughout the Dominion. The officers elected were announced by Canadian Grocer last week. W. J. Mellen, of Brantford, is the president.

The new section was not long in making its influence felt, for the officers, on the day following the organization meeting, appeared as a committee before the Dominion Wholesale Grocers' Guild for the purpose of discussing the necessity of the wholesaler and the retailer co-operating with a great many problems of common interest. There was a discussion on the important point of making the necessary provision for putting the trade on a better basis and a committee was appointed by the guild to co-operate with the retailers in regard to the matters referred to.

The joint committee will, if necessary, interview the manufacturers with regard to securing better selling conditions.

forth the situation as it was to be found in Quebec Province.

The Grocers' Guild adopted a resolution to co-operate with the R.M.A. in the prosecution of this work and appointed as their quota on the joint committee the following: H. C. Beckett, (Convenor), F. T. Smye, Zeph. Hebert, Armand Chaput, and Hugh Blain.

Among the manufacturers and representatives of the retail trade who were in conference with the wholesalers were the following:—O. W. Donner, the St. Lawrence Sugar Refineries, Ltd., Montreal; W. H. Rowley, the E. B. Eddy Co., Hull, Que.; R. G. Venn, Corneille David & Co., Montreal; Paul Caron, Society S.P.A., Montreal; George Bird, the H. O. Co., Hamilton; Chas. Norris, Christie, Brown & Co., Ltd., Toronto; William G. Coles, London; Jos. Picard, Rock City Tobacco Co., Quebec; R. L. Innes, Dominion Canners, Ltd., Hamilton; C. T. Gordon, J. Alex. Gordon & Co., Montreal; Robert Anderson, Atlantic Sugar Refining Co., Ltd., Montreal; A. H. Thomson, Canada Sugar Refining Co., Ltd.; H. Hurst, W. Clark, Ltd., Montreal; B. W. Ziemann, Dominion President, Retail Merchants' Association, Preston; W. J. Mellen, president Grocers' Section Retail Merchants' Association, Brantford; D. W. Clark, past president, Ontario Retail Grocers' Association, Toronto; E. M. Trowern, secretary Dominion Board; J. A. Beaudry, Retail Merchants' Association, Montreal; Eric C. Jamieson, secretary Hamilton Branch Retail Merchants' Association.

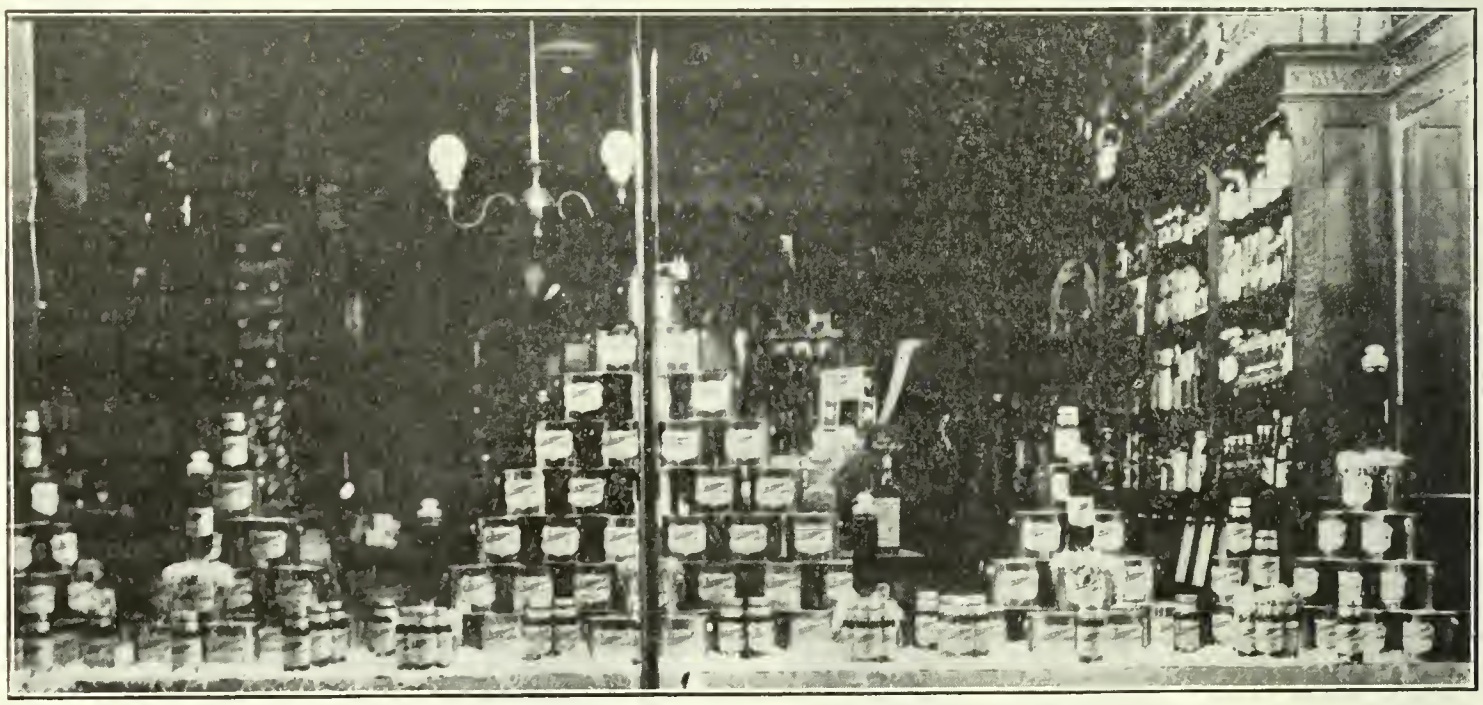
Evils In The Trade.

"Evils in the Trade and How to Correct Them" was the title of a paper by F. T. Smye, of Hamilton, at one of the sessions. He suggested the reorganization of the guild, the passing of strong by-laws so that any member guilty of underhand or dishonest practices would be excluded from the organization, and the appointment of officers to give their

(Continued on page 36)

Jam Window Trim that Sold Well

Neat, Simple Arrangement With Colored Cut Paper Attracts Many Eyes and Appetites—Almost Four Cases of New Line Sold in a Month.



Window trim of jams shown recently in window of M. Cummings, Hamilton, Ont.

AN exceedingly neat, yet simple display of jams recently appeared in the window of M. Cummings, corner James and Barton Streets, Hamilton, Ont. The trim was made by C. A. Pothier, manager for Mr. Cummings, and is reproduced herewith.

The arrangement may be readily seen at a glance. In the center is a large-sized pile of pails of the jam and on either side smaller ones, with finely cut paper in red, white and light green colors strewn over the floor.

But the all-important question is: "How did the display sell?"

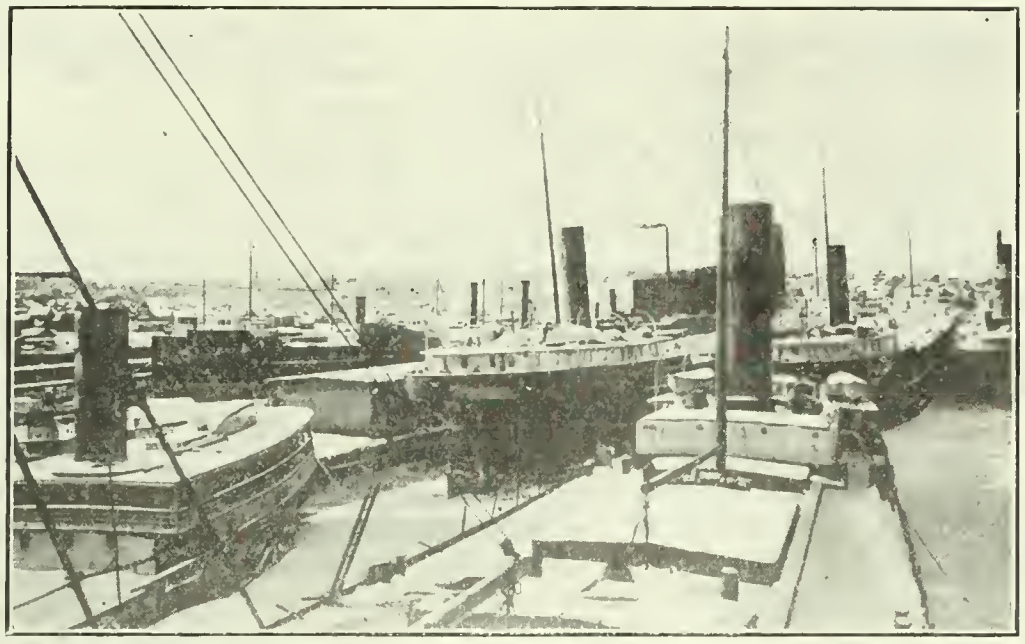
Mr. Pothier replied to Canadian Grocer representative that prior to the trim none of this particular kind of goods had been sold, apart from one or two jars of marmalade. He stocked four cases of the jam of two dozen each about a month prior to Canadian Grocer's visit and then had sold 3½ cases. The only other selling work he did was to explain the good quality of the jams, marmalade, etc., whenever a customer inquired. He had faith in the goods and had no trouble selling them.

Here is an actual instance emphasizing the power of the well-dressed window to make sales, when backed up by the selling force of the man behind the counter, with no other assistance, except the merits of the goods themselves, here was a young man who created a demand for a line which the store had never before sold.

Getting Steamer Trade in Georgian Bay Towns

Midland and Collingwood Merchants Find This Business Lucrative — Splendid Trade Done in General Groceries With Tramp and Regular Steamers and Grain Boats.

SUPPLYING the needs wherewith to satisfy the appetites of those who float over the waters of the north lakes, whether they be in search of pleasure or the finny denizens of the deep or whether they are the men who look to the navigation of the numerous craft of varied design and size—is a problem which introduces new factors into the business of the merchants of the lake port towns.



Importance of the boat trade in lakeport towns is shown by the number of boats shown here. This is part of the winter fleet at Midland, Ont.

When we consider such towns as Midland and Collingwood with their lake steamers calling regularly, with hundreds of tourists passing through to the summer resorts; when we consider Midland with 40,000,000 bushels of grain to handle annually; when we consider Collingweod with its numerous tug boats coming and going, and with a fleet of fifty fishing boats up the lake—then we come to see some of the features of the retail business of the port town which differ from the same business inland.

To meet the special conditions special facilities have to be arranged and we find such novelties as motor boats used for delivering supplies to campers, supply boats working up the shore as far as fifty miles, selling everything the tourists require; and auto delivery services to connect up the towns with the beach resorts. Then to meet the demand of the trade requires different buying; this not only applies to the needs of the inner man for which canned goods, cured meats, etc., are heavily stocked but also woolen goods such as sweaters and bathing suits, housefurnishings for the summer cottage, summer hats and outing shoes—and any of the hundred and one things which the holidayer at the summer resort will buy to satisfy need or whim.

It is the staple lines of supplies, however, that the bulk of the summer business is done—canned and bottled goods for the campers and general groceries for the steamers, tugs and fishing boats.

At Midland, through their grocery department, the Playfair, Preston Company cater especially to the boat trade, and when the volume of wheat coming through this port is considered, this business becomes very important. Geo. Brighty, the manager of the department, explained to The Canadian Grocer representative that the boat business meant a full general line of groceries, including canned goods, cereals, fruits, vegetables, and practically anything and everything from both bulk and proprietary lines; it was, he said, very little different from the ordinary house-trade on a much larger scale. And the sailor of to-day does not eat the kind of supplies that are referred to in the days of the old sailing ocean ships: he eats just as well on board the modern lake freighter as he would on shore, and while the supplies are sometimes plain they must be good.

Supplying boats means that the grocer must be ready night or day, or on Sunday, in some cases, to get his goods on board when they are wanted. However, this difficulty has been largely simplified by the firm referred to. Mr. Brighty states that when a boat comes to the elevator they are able to estimate her capacity and to judge how long it will take to unload; then it is a comparatively simple matter to get into touch with the elevator and find out when the unloading is to commence. By this means it is usually possible to tell whether a boat will be leaving during the night and in this event the supplies can be got aboard at a reasonable hour. Sometimes a boat makes a hurried call for supplies and then it means getting busy at almost any hour.

In connection with his summer trade, J. White, a Midland grocer, has a gasoline launch delivery service which he uses for sending supplies to the local campers who forsake their homes in the summer for the beaches near the town. This boat makes trips up to ten miles and is not only a great convenience for customers but naturally results in trade.

Supplying the Fishermen.

Catering to the needs of the fishing fleet of fifty boats operating to the north of the town, is an important part of the business of Foulis Brothers, grocers at Collingwood. The fleet goes north in April and there are full orders for supplies at that time. There are also orders usually in July and September. These orders will run from $70 to $80 each as a usual thing. In addition, there are other supplies which are purchased from time to time and which are delivered by a tug which makes a couple of trips a week, bringing down the catches and taking back supplies. These boat orders cover everything in the way of supplies for the boat larder and what the grocer is not carrying in stock, he secures from outside sources this, of course, sometimes cuts into the profits on the line but it is impossible to carry everything that is likely to be called for.

Blueberries in Exchange.

In connection with this fishing boat supply business the grocer is expected to handle pretty heavy shipments of blueberries, cranberries and potatoes from the Indians on the north shores. For this stuff cash is usually paid and what cannot be disposed of locally is shipped to Bracebridge or some other outside point. One hundred and fifty-nine quart

baskets of blueberries is quite a usual shipment in the berry season.

S. J. Bailey, another Collingwood grocer, makes a specialty of supplying the tramp steamers which come into port for supplies at any and all times. He states that in these orders, which run from fifty dollars up and cover a general line of groceries, he does $4,000 to $5,000 business in a season. Mr. Bailey goes right out after this business and he also makes special efforts in catering to campers. He states that by giving careful attention he has secured a number of good customers in the summer season which have stayed with him since.

The grocery department of the Stephens Co., of Collingwood, has the contract for supplying the boats of the Northern Navigation Company, two of which make the port weekly. This business covers a general line of groceries but does not include provisions. It runs into $6,000 to $7,000 a year.

Collingwood also has a good summer trade with the tourists at Wasaga Beach where there are three hotels and over a thousand guests, campers and cottagers in the months of July and August; considerable of the business from this resort goes to Stayner merchants. A daily train service in addition to an automobile passenger line and an auto delivery car are expected to facilitate this business this summer.

MONTREAL GROCERS' PICNIC.

The retail grocers of Montreal and their friends, to the number of more than six hundred, had a very enjoyable outing on Wednesday, July 8, at Cornwall, Ont. A special train of twelve cars conveyed the picnickers from Bonaventure station over the Grand Trunk Railway.

A varied program of sports and games was successfully carried out during the afternoon on the grounds that had been rented for the occasion, and some really wonderful contests resulted. The city government was represented by Aldermen St. Pierre, Seguin and Weldon. The officers of the Retail Grocers' Association in charge of the excursion were J. A. Beaudry, general secretary; G. A. Archambault, president; J. A. Bouvier and J. O. Pesant, vice-presidents; C. Brunet, secretary; and R. Gervais, treasurer.

Eric C. Jamieson, a Hamilton, Ont. grocer, who was in Montreal earlier in the week attending the conference of the Dominion Grocers' Section of the R. M. A., of Canada, was present at the picnic as a guest, and officiated as judge of the games

An enjoyable time was spent, but owing to rain during the afternoon, several of the outdoor events were cancelled in favor of dancing in the pavilion for which prizes were given.

COMPULSORY EARLY CLOSING.

Vancouver Council Passes By-law Without Petition From All Trades.

Vancouver, B.C., July 16.—The city council has passed a by-law making it compulsory for retail stores in Vancouver to close at 6 o'clock week-days and 11 o'clock Saturday nights.

Although convened to consider the by-law with respect to retail clothing stores and shoe stores only, the council maintained it could take the initiative without petition, and decided to make the new regulation general. Only certain classes of stores, excepted in the provincial Shops Regulation Act, may hereafter remain open after 6 o'clock on week-days. The bylaw is effective immediately.

In the term "shop," as defined by that act; under which the bylaw was passed, is meant any building, booth or stall where anything is sold by retail. The act, and therefore, the by-law does not apply to to news stores, tobacconists, refreshment places, auction rooms, pawnbrokers shops and secondhand stores.

Drug stores are not excepted, but by another act druggists may not be penalized for selling drugs after closing hours. In the opinion of City Solicitor Hay, the act was framed in that manner with the view of preventing, if desired the sale of other articles by drug stores.

The construction of the by-law as to fruit stores may also have to be decided by the courts. The opinion is held that refreshment places could not be closed after 6 o'clock but that many fruit stands are not in that category and not excepted.

The new by-law provides for stores keeping open until 11 o'clock on the night before a statutory holiday and for six nights before Christmas. A penalty of $100 or, in default, two months in jail is prescribed for infractions of the by-law.

The terms of the by-law were threshed out when the clothiers petitioned for the early closing. The powers of the the city were shown to be such that it could initiate an early closing rule itself but was obliged to do so if 75 per cent. of those in each line of business petitioned for it. The aldermen thought yesterday that it would be better to inaugurate the whole movement at once rather than be consequently needing to amend it as new requests were made.

A renewal of the proposal for the weekly half-holiday was made by Ald. Ramsay.

Ald. Hepburn explained that the finance committee had left it in the hands of the storekeepers and employees to arrange something satisfactory but declared that the former contended that the state of business would not permit the holiday to be inaugurated at present. He was of the opinion that the only way to make it effective was to pass a provincial act.

THE CIGAR CORNER

No. 2.

Last week this corner was devoted to explaining the different parts of a cigar—the Wrapper, the Binder, and the Filler. These all arrive at the cigar factory in large bales, the contents being made ready as required, and sent to the respective workmen. The leaves of the wrapper and binder are naturally somewhat crisp on arrival, and have to be moistened to make them pliable. A pile of each is placed in a large vat with a slanting copper bottom to drain off the water—pure water being the only thing used for moistening the leaf.

Every leaf has a stem. This stem must, of course, be extracted from the wrapper and binder before it goes into the cigar. When the leaves are pliable they go to the stripping-room, where the stems are extracted. This work is accomplished by experienced workmen, and so rapidly that it is quite a revelation to the person who sees it for the first time. When the stem is eliminated, there remains what are known as the right and left leaf—depending on which way the ribs of the leaf run. On opening a box of cigars it will be noted that on the first row the outside Wrapper or outside leaf is rolled the same way in every cigar. The Wrapper in each case has either been a right or a left leaf—all of which comes under the science of cigar packing.

The Filler is placed on the Binder and rolled into the proper shape when all stems are removed. The whole is lastly rolled inside the Wrapper, and with a sharp, broad-bladed knife the frayed ends of the leaf are trimmed off, a little gum is used to bind the cigar, and it is passed on to the workmen, who grade them according to color. This is a distinct science in itself, and will be taken up in a future article.

Cigars of the same quality are weighed on a scale, and if there is not sufficient filler to balance, more is added.

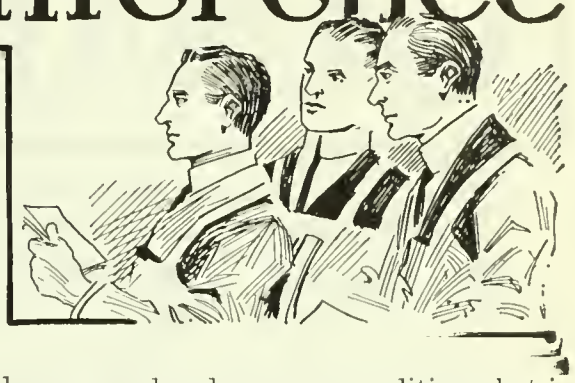
After the cigars are properly graded by the packer they go to the Banding-room for the label. The boxes next enter the excise warehouse in charge of a government officer; but this side of the subject will also be considered later.

Ailsa Craig, Ont., merchants are closing their stores Thursday afternoons during July and August.

At the Weekly Conference

A Vacation Outing of One of the Staff Produces the Idea for This Conference —Coffee Extract Was the Line Decided on.

Conference No. 8.



"HELLO! Art! Say, but you are looking fine. Good time—eh?" "Some time," was the emphatic, if somewhat slangy, reply of Art Burns. He spoke as though he meant it—and he looked it.

Frank Hastings shook hands, and then pulled out the key to the Lawrence grocery emporium, with the observation that they were right on time—and more so—for it still lacked a couple of minutes to half-past seven.

"You're as brown as an Indian," observed Frank.

"And as fit as a fiddle," Art continued. He looked it, and he knew that he was—he must be, after a couple of weeks' rest in one of the most popular of the resorts in the northern lakes. If he felt at that moment that he would rather be going on his vacation than returning it was no disloyalty to the business interests of Henry Lawrence; he was just human. If he felt, too, a slight repulsion to packaging groceries and the routine of the store life he could hardly be blamed after a couple of weeks of pleasure. No one claims that the life of the grocer is the most pleasant on earth; no life of routine is a joy after the freedom of a summer resort. But he had the spirit to show that he had appreciated his holiday; he felt that he had his little time, and that it was up to him to dig in and relieve some of the others who had been sweltering in the heat during the days when he had been enjoying the comparative cool of the resort, with its water pleasures, cool nooks and stretches of shady, refreshing forest. After all we feel much as we want to—that is the secret of taking pleasure out of work—and Art was philosopher enough to set behind him the holidays he had enjoyed so much, and look rather to what was ahead of him.

Henry Lawrence himself came in a moment later, for in this store "the boss" made it a rule to be on hand with the members of his staff; his motto for the success of his business was application, and his experience had taught him that his staff liked the spirit of cooperation which he carried out. Perhaps he had some slight idea that the machinery of the store started more smoothly and more promptly when he was on hand to apply a little oil and turn on the steam, but he never said so. The others came in immediately, and after greeting the holidayer, started on the first of the Monday morning duties—putting things ship-shape after the Saturday night wind-up, or re-filling shelves and generally preparing for another week's business.

Made Business in Desserts

When the staff gathered at the close of the business day for the weekly talk, Henry Lawrence remarked that the idea of the previous week about pushing corn starch and other summer desserts had resulted in good business, and what was more important, business he had not counted on before. He thought that something else appropriate to the season might be taken up, and put it up to Art Burns to give the circle the benefit of his two weeks in the summer resort country.

Art did not say that it was a chance he had been waiting for, but that was the truth of the case, for he had picked up an idea that he was sure was new, and it was the things that were out of the usual run that were the most interesting to put before the conference.

"Well, I have an idea," he commenced, "that may be of interest. I spent a couple of weeks at a summer home, and, although there was no cook employed, and there was a general understanding that unnecessary labor was to be dispensed with in preparing meals, we had coffee a couple of times a day. Now, I had the idea that coffee required time and skill in the making, and, although it is certainly an enjoyable beverage, especially in the cool mornings, and makes a tasty drink served with ice during the heat of the day, it seemed to me that it was hardly appropriate under the rules of the camp life.

"So in the aroma of the coffee, as it were, I got an idea that this might be a good subject to look into. I found that we were having coffee a couple of times a day, and there was not a coffee bean ground or unground on the premises.

"Extract coffee was the solution of the puzzle, and it was the first that I had ever tasted. I would not like to say that it was as good as some coffee prepared under proper conditions, but in camp life things are not usually such as would result in the making of a beverage that would suit the taste of the epicure. Under the circumstances I believe that our coffee was better than if it had been hurriedly prepared from the ground coffee, and it was done so simply.

"On inquiry, I found that extract of coffee was being generally used by the campers, and the bachelors' quarters particularly appreciated the simplicity of putting a spoonful of the extract into a cup, filling up with water and adding cream and sugar to taste; the strength was simply regulated by the amount of extract—and it was good coffee."

"A happy thought," remarked Mr. Lawrence, and he added that he considered it one worth working on.

For Cake and Ice Cream.

Frank Hastings took a hand in the discussion at this point, and was able to give a lot more or less technical information.

"I had a talk with a representative of one of the houses which makes a specialty of this line," he said, "and I was surprised at the field which there is for the development of the business. There are so many people who drink coffee, and who like it during the hot weather, and yet when they are at the resorts they have not the facilities for making it.

"One point that impressed me that makes a good talking point for this time of the year is that there is no need for sticking with the old idea that coffee must be served hot. Nowadays you will find that there are people who like iced coffee in the hot weather, and for this beverage there is nothing better than the extract, for it will mix just as well hot or cold.

"This wholesale man explained to me that the extract can be used also for coffee cake, and for flavoring ice cream. When people order coffee ice cream, and think that they get a flavor made from brewed beans, they are mistaken, for the extract is also used.

"He told me, too, that there is big business done in the extract business for restaurant trade, where instantaneous

(Continued on page 44.)

CANADIAN GROCER

Established 1886.

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President

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SATURDAY NIGHT SHOPPING.

EARLY CLOSING IS gaining new converts every day. The trend is undoubtedly towards a freer life—more spare hours and less artificial light. Recent articles in this paper on the "Weekly Half-Holiday and Early Closing" show which way the wind is blowing, and while everyone is not in accord with the "more recreation and less work" idea, nevertheless it is gaining ground steadily.

Beyond question, however, there is no excuse for late hours and late deliveries on Saturday nights. Too many people for some inexplicable reason put off shopping until the very latest hour on Saturdays with the result that delivery men work into Sunday morning, and merchants and clerks almost until midnight.

In this connection the following letter from an Arnprior, Ont. reader, is appropriate:

> "In this town we keep open too long on Saturday night. We have delivering to do at twelve and one o'clock sometimes. I see in some places all business establishments close at nine a.m. on Saturday night. We are half idle here from 7 till 9, then the people begin to come to leave their orders from that until eleven, which could be done just as well from seven to nine, when we have time and space. Customers first go to the show, then to the ice cream parlor, then for an evening walk, and on their return home at eleven o'clock will call at their 'servant's' shop and order groceries for Sunday. Would like to hear from you on this subject through your paper."

The only method for eliminating this trouble is a conference among the leading or all merchants of a town, and an agreement made not to deliver goods after a certain hour. People can just as well order their Sunday groceries before going to the theater or the ice cream parlor, and if there is a hard and fast rule whereby no goods will be delivered after a certain hour, these "night-owl" people will soon change their ways. This has been proven.

LITTLE TEA ADULTERATED.

ONE HUNDRED AND forty-nine samples of tea were recently analyzed by the Dominion Government analysts. The results were eminently satisfactory, as observed from Bulletin No. 287 of the Inland Revenue Department which has just come to hand. In his report published in this bulletin, Chief Analyst A. McGill says that "doubtless the fact that tea is subjected to careful supervision by the customs authorities at ports of entry has much to do with its generally satisfactory character."

While we would sooner believe that the results follow the inclination of the manufacturers to put a good article on the market, as many of them are doing. nevertheless the fact that tea has been found to be generally satisfactory from the standpoint of purity is to be commended.

An order-in-council back in 1894 fixed certain constants for tea. For instance ash must not exceed 8 per cent. by weight, reckoned on the dry tea.

All samples reported met this requirement.

Water Soluble Ash must not be less than 2.75 per cent. and the Extractive Matter must not be less than 30 per cent. of the weight of tea.

The majority of the samples yielded more than the 30 per cent. extractive, many giving from 36 to 40 per cent. Facing was indicated in 13 samples but was slight.

"On the whole," adds Mr. McGill, "this report may be taken to prove that there is no noteworthy adulteration of tea in Canada."

INTERNATIONAL CONFERENCE OF GROCERS.

CANADIAN GROCER is in receipt of a letter from John A. Green, of Cleveland, O., secretary of the National Association of Retail Grocers of the United States on the question of holding an international conference of retail grocers at San Francisco in 1915. He points out that at the National Convention held recently a resolution was adopted, "That the National Association endeavor to interest foreign countries in an international retail grocers' conference at San Francisco, between the dates of May 10 and May 16."

Mr. Green adds: "The National Retail Grocers' Association of the United States has decided to hold their convention beginning May. 10. This will be an opportune time for all delegates attending from different parts of the world to come together and exchange ideas and experiences along the line of distribution of food products.

"I have written Secretary Giles, of the English Federation, and also M. L. Mazand of the French Federation, and I trust that we shall have a favorable reply from all. I have also asked the Russian Consul to put me in touch with some of the Russian merchants. We shall also try to reach the German as well as the Austrian retailers."

When this question of an international conference was first mooted, we asked a number of Canadian dealers for their opinions on its feasibility, the big majority declaring in its favor. While, of course, there might not be a great many attend from Canada, each province with a Grocers' Section of the Retail Merchants' Association could send a few delegates who would report to their respective organizations on their return.

That there are many common problems to be discussed, is evident to one who has read the trade press of the different countries and who has been in touch with various secretaries. A conference like this would broaden any man's mind, and the general effect on the public at large would be to give a higher tone to the grocery trade, which, owing to the ease with which one can enter it in most countries, and to the weaknesses of the price-cutter who is met with everywhere, is not on the highest of planes at present.

Canadian Grocer would appreciate further expressions of opinion in this proposed conference. How many would be willing to go?

MAKING A PROFIT ON BANANAS.

AS EVIDENCED IN the article on handling fruit with a profit, which appeared in last week's issue, there are many retail dealers who find it difficult to always get rid of bananas without loss or with insufficient net profit. Canadian Grocer has secured the methods of many more dealers on this subject, some of whom make money on bananas, and some who do not. An article containing their views and methods will likely appear in next week's issue, but in the meantime the advice of a large wholesale fruit dealer on the banana question will be appropriate.

Writing Canadian Grocer this merchant believes that the great difficulty with some retailers is that they buy cheap or low-priced bananas, possibly ten to twenty-five bunches at a time and these green and shipped loose. These bananas are sure to be roughly handled by the transportation company, consequently they get bruised and some of them ripen quickly, and of course where fruit is bruised it decays rapidly and is practically not very much use to the retailer.

This firm ships most of its fruit ripe all the year round taking care in having it matured properly and ripened firm; and it has remarkably good success with bananas.

That it is a good idea to cut off the hands and display them is the opinion of this wholesaler. The fruit looks nicer and attracts customers. If the bananas are taken from the bunch it is better to cut them off than pull them away.

Few retailers, of course, have the facilities for ripening bananas, particularly in winter. They must depend largely on the jobber to send them in a condition that is acceptable for sale; and such being the case the retailer, who finds he is not making much money on them should go into the matter with the wholesaler and adjust as far as possible the obstacles.

EDITORIAL NOTES.

WHAT IS YOUR opinion on the proposed international conference of grocers?

* * *

GROCERS ARE PERFECTING a Dominion-wide organization and every member in the trade should be in it.

* * *

AS MANY DEALERS are making a net profit on bananas, there is no reason why everybody does not. Another article on this subject will appear next week.

Methods of the Peddler

THE OTHER DAY what is known as a tea-peddler drove up with his gaily-painted outfit to one of the farm homes in the neighborhood of Toronto. It was getting towards the middle of a hungry summer day. Dinner was on the table, and with the fine spirit of hospitality characteristic of the country home, the vendor of tea and similar commodities was asked to unhitch, put up his horses and have dinner. With well-feigned reluctance and due condescension, he accepted an entertainment that at the neighboring hotel would have cost him a dollar bill, to say the very least. After a better dinner than usually found its way into his anatomy, he began to advertise his wares. Was there anything that they wanted? Here was a package of tea sold in the regular way for a dollar and a half, but as he had had his dinner, he would let them have it for a dollar and a quarter. Yes, he had a certain brand of cocoa. Yes, the firm had allowed them to put it up in his special package and to use his own name. "You see," he added, "I am not at the expense the firms are at for advertising, and so I can sell cheaper. You buy from me. I can sell cheaper than the storekeeper. He has to soak you. He has to pay rent and taxes and insurance. Then you always get things fresh from us."

Fairly bursting with benevolence, this philanthropist and foe of the high cost of living drove on, assuring his hosts that he would be glad to have dinner with them whenever he was in that part of the country.

Now for the sequel. The tea sold was actually dearer than the same grade of tea sold at the neighboring grocery store. The cocoa was altogether misrepresented. It was below the kind asked for in quality and it had the disadvantage, from the point of truth, of not being the brand supplied by the firm mentioned. The agent had fooled his benefactors to the limit of his greed and duplicity.

When will the citizens of this country wake up to the fact that it is almost a duty on their part to patronize the men who serve them by keeping local stores? The local man pays his share of local taxes, supports local schools and churches, subscribes to fairs, buys tickets for local concerts, rears his children and maintains his home in common with the other men who cast in their lot with that neighborhood. He plays his part as friend and neighbor with the farmers who deal with him. He is a vital part of the community life in which his lot is cast. He pays his shot like a man and a citizen. But what of the peddler? Apart from the small license, his service to the community is of the character that it can well afford to get on without. Very rarely in these days does he give his dupes any advantage, financial or otherwise. His only gift is his sarcastic smile and he would not give that were he not compelled to give it when he thinks of how easily he can befool the people who are accustomed to tell nothing but the truth themselves.

Grocers will do well to follow up and expose the alleged bargains of these parasites who thrive on the gullibility of the public.

A Cash-Credit Plan Criticized

Dealer Starts in Business Paying Customers Interest on Money Advanced — Another Asks About Closing Out a Department During Summer.

Written for Canadian Grocer by Henry Johnson, Jr.

———, Man., June, 1914.

Henry Johnson, Jr.,
Care Canadian Grocer,
Toronto, Ont.

Dear Sir,—

¶ As it is my intention to start a grocery business in the near future, I am writing you for a little advice.

¶ I have conceived a plan of a Cash Credit System and want your opinion on the feasibility of it.

¶ (In this case my customers are acquainted with me.)

¶ My idea is to give my customers the advantage of the monthly account on the cash basis but protecting myself from all bad debts.

¶ The plan is: The customer speaks about a monthly account. I reply: "I do a strict cash business but I am willing to give you the convenience." "How?" "Mrs. Customer, you purchase about $25 per month in groceries. Now, if you will pay me that $25 in advance to start the account with and pay the regular bill at the end of thirty days, I will allow you 4 per cent. per month on the $25 deposited with me, the interest to be taken in trade." To make myself plain, this is June 1st. On Dec. 1st I place to credit on your account for that month the $6 (leaving the $25 for the future months). On June 1st of next year I do the same, or will carry it till Dec. 1st if you wish, when you will have $12 or 48 per cent. credited to you. December being the month when your requirements are larger the knowledge that there is $6 or $12 (as the case may be) to your credit at the grocer's is worth considering. (This last sentence or similar in case of sickness, etc., to be used only when it was thought it might be appreciated.)

¶ The reason (when asked), "I am preventing the possibility of bad debts for if a customer failed to pay their monthly account, the capital and interest is credited to pay the account, so many days after due."

¶ My side. I have 10 customers each depositing $25 —that equals $250. My liability is $120 in 12 months.

¶ Now, $250 borrowed at 8 per annum.....$20.00
250 paid wholesale less 2 per cent. 30 days 30.00
(6 times a year.)
By larger buying estimated savings 4 per cent. 10.00
Estimated net profit on $120 at 3%. 3.60
$63.50

$120.00—$63.00=$56.40.

¶ Therefore: I have to make a net profit on $250 of $56.40 or 22.6 per cent. on the borrowed capital before any extra profit is realized.

¶ My estimate. I have 10 customers who are paying $25 at a net profit of 3 per cent. per month.

$25 at 3% per month=.75=$9 per annum=$9 × 10 = 90. $90—$56.40 = $33.60. $33.60 net profit on transaction.

Thanking you in anticipation.

Yours truly,
JOHN A. WRIGHT.

The Customer's Attitude.

¶ I do not know whether there is something in this statement that I do not understand. Possibly there is. Many things look good on paper which do not work out in practice. Also, let me suggest that the customer is certainly going to applaud any scheme which looks like such "easy money" to him, right on the face of it. These two propositions should be kept in mind.

¶ That is that 8% per annum? Is my correspondent borrowing money now at that rate? I suspect he is. Then it seems logical enough to reason that he can use his customers' money at that same rate; but I should incline to the idea that he better go slow, on conservative lines, and accumulate capital of his own on which he can make that 8% as a beginning. I should try out no very radical schemes until I had got such money together so I might feel able to withstand any loss which miscalculation would entail.

¶ But even 8% per annum is only 2-3% per month. So why enter any scheme to pay 4% per month? If your customers can get 12% from you, or 1% per month, by paying in advance, surely that should be sufficient inducement to any responsible, sensible or even sane customer to loan you the money in that way. Certainly, any losses through credit-giving cannot possibly approximate such difference as you propose to give for that money or you have no business to give credit at all.

¶ No man should enter on any such plan as is here proposed without figuring one thing against another until he is sure he is on the right track. From what my friend has written, I can gather no sufficient reason for paying any such premium for working capital, nor can I see any justification for imagining that such a plan would be safe. Most decidedly, the hypothetical 3% net on sales is altogether too narrow a margin on which to build such a structure of ifs and ands as my friend has erected. I cannot see where the game is worth the candle, even if it is feasible at all, and concerning that I shall most certainly have to be "shown" before I can approve of it.

How to Keep Mail Orders at Home

Mail Order Competition Cannot be Combated by Attacking the Methods of Mail Order Houses—To Give a Black Eye to Mail Order House Encroachment, the Ideal Merchant Will Apply Scientific Salesmanship to His Business.

SINCE the mail order business developed to such proportions we have seen schemes galore, of every conceivable nature, professing to meet mail order competition. This competition is being met, and successfully met, too; but those who are meeting it are apply-

Don't Cry Thief! Thief!

ing scientific salesmanship to their businesses. There is no use denying the fact that the mail order houses are wonderful merchandisers. But competition cannot be combated by attacking their methods because they are successful, or arguing about price because they sell at a low price. To give a black eye to mail order house encroachment in any community the ideal merchant will apply scientific salesmanship to his business. That is all that is necessary — nothing more.

The greatest profession in America to-day is merchandising—selling goods. Everywhere merchants are calling loudly for more salespeople who know how to sell goods. A high percentage of clerks, both in large and small stores, do not apply modern methods to their selling. They have not been taught how. They need instruction. They need a full knowledge of what they have to sell, mixed with good old common sense.

Demonstrate that a dollar buys a full dollar's worth at your store.

There is no open mind that it is not desirous for improvement, regardless of previous training or years of service. There is nothing so fascinating as salesmanship when the spirit is once grasped. Every man who comes in contact with men is bound to develop this spirit if it is once begotten. Every merchant can make more money by systematically training clerks to sell goods—which, of course, means how to treat customers.

Don't Knock.

You can't stop mail order houses from running off with your business by crying "Thief! Thief!" Talking loudly about the "unfairness" of these outsiders only draws attention to them and their prices. Anger, jealousy and open antagonism disgust people and make them shy off from your side of the road. If a man has bought fair stuff from a catalogue house, he will not believe you if you call it "rotten." There is a better way to use your breath.

Go at it this Way.

You've got to compete on a quality basis. You can't meet price with price.

Apply Scientific Salesmanship to your business.

Create confidence in the goods you sell by stocking only good goods bearing real values—articles which the manufacturers stand behind and you back up. Lowest priced merchandise is not cheapest in the long run. Educate customers to pay your price by not talking price. Sell the quality; price is secondary if you prove the superiority of your goods. Show that you are selling honest merchandise—sound to the core. Demonstrate that a dollar buys a full dollar's worth at your store.

Face to Face.

This point is in your favor. You come in personal contact with your customers, while the mail order house must sell by the printed page or printed letter. They can talk just as alluringly about a hundred-dollar piano as about a thousand-dollar one; or about a jackknife that is made of tin as about one that is made of the finest Sheffield steel. But "absent treatment" cannot convince like face-to-face talk right in your own store—right under your influence. You can personally explain the advantages of your goods and demonstrate them. You can personally prove

Tell the people you have the goods.

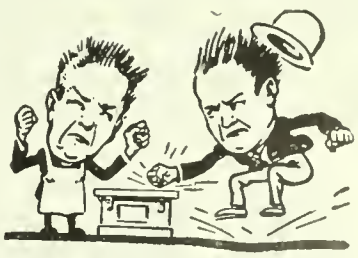
quality. You can personally meet objections. Your customers can actually see and feel the goods; nothing needs to be taken for granted.

Some Practical Examples.

Here are suggestions for "selling talk" to use when you meet your customers face to face.

Your customer asks: "What fabrics have you that are suitable for a house dress for myself, and that are equally suitable for dresses and play suits for my children?"

You explain: "We have several, madam, but I recommend ——— galatea. Here it is. Feel of it: see how soft it is, yet how firm and strong it feels. That's because it's made of long-staple cotton and is close woven. Then, too, madam, you know that ——— galatea has been the standard for years—no one has succeeded in making a better quality. Here are the blue striped effects; and here are some dainty checks. The striped goods will make a pretty home dress for you, and you couldn't



Don't get into an argument over price.

get a handsomer and more durable piece of goods for a girl's dress or a boy's play suit than this check. Yes, the colors are fast—wash them all you want to—you'll find that this galatea is the best wearing material you ever bought."

All the selling points you advance about any goods demonstrate to the customer that you know your business. It begets more confidence. Every manufacturer with whom you are doing business will be glad of the opportunity to furnish you the salient points about

Advertise in Your Newspaper.

their articles which you have on sale. Write to them for needed information, and you will find how ready they are to help you sell.

Be a Salesman.

Learn to be a seller, not a delivery clerk. "Tending store" will never put a clerk's name over the front door. Get out of the "take-it-or-leave-it" style of talk. Don't say, "There it is, over there"—take your customer to it, and tell him all about it.

Keep looking up new and better selling arguments. Learn your stock between customers' visits. Learn to know value. Keep busy. Keep enthusiastic. Keep everlastingly at it. Don't get discouraged because some few customers buy from mail order houses. You can hold your old customers and make a host of new ones.

If a customer comes into a store and the clerk sells him only what he came into the store to buy, that is not salesmanship. To sell this customer something else, to influence him to come again, to make him feel that the clerk is doing him a service in serving him, that is salesmanship.

Encourage your clerks to read all salesmanship literature that they can possibly get. Influence them to read the folders and booklets sent you by manufacturers. They will undoubtedly use on customers the arguments set forth in this literature. Talk to them collectively and individually about salesmanship. Saturate them with the spirit of selling. The largest stores in the largest cities hold sales conventions for the benefit of their employees. They train them: they try to make them worth more money to themselves by making more money for the house. The same principle should govern every store in America, even though there is only one clerk employed. Even if the owner does all the work himself, he should use the same opportunities for his personal improvement.

Manufacturers Will Help You.

As you study line after line of the guaranteed goods you are selling, read all the literature which each manufacturer sends to you. Have you been throwing away their booklets, folders, circulars and letters? Quit it. You've been losing some of the strongest arguments to overcome mail order invasion.

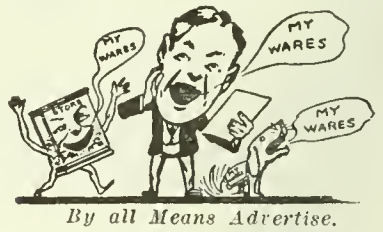
Manufacturers are spending fortunes to get dealers and consumers to know the processes of manufacture, the high quality of materials, the perfection of finish of their nation-known merchandise. This well written, finely illustrated, convincing printed matter is invaluable to the merchant or salesman who is after "big game." Besides these, you probably receive bright, neat store cards, window trims, counter displays and similar busines bringers. By all means put these up prominently, for they tell that you sell the goods customers see advertised in their favorite magazines or farm papers.

Suppose your manufacturers haven't given you enough information. Ask them for more! They are always glad to tell you additional selling points of their goods. You will find the facts mighty interesting—as will your customers. And interest makes sales! Try this method on every line of goods.

The Cleveland Stone Co., Cleveland, Ohio, has published a very interesting booklet entitled "How to Keep Mail Orders at Home." We find in the booklet, many items which will be of interest to our readers, and worth reproducing. The illustrations have also been appropriated from the booklet.—Editor.

Again We Say—Preach Quality.

No salesman should ever get into an argument over price. It is the value of the goods that you are selling. If customers are convinced of value, then price is secondary. If the quality of the article is not presented correctly, and with conviction and enthusiasm, selling goods does become a matter of price. Under such conditions the clerk who is handling the transaction lowers himself to the level of a slot machine or an auctioneer. A customer never went



By all Means Advertise.

into a store and talked price unless allowed to do so by the clerk. It is perfectly natural for a man to say he can buy the same goods cheaper. Yes, and he could buy his clothes cheaper! But he bought his clothes because he thought he was getting his money's worth. It is safe to believe he will buy your goods, if you convince him that he is getting his money's worth.

Your Store is a Salesman.

Do you know that your store either draws or repels customers? Do you realize that a bright, clean store, well stocked, well kept and conveniently arranged half sells the goods?

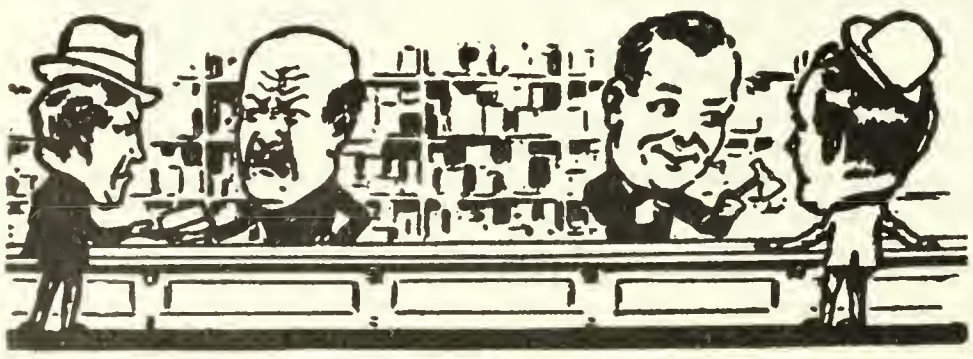
Look around! Is your store inviting? Do your customers find fresh stocks of well-known goods evenly placed and prominently displayed? Have you a full assortment of sizes and styles? Have you plenty of salespeople to fill orders quickly Remember, you must get folks into your store before you can sell to them, just as the mail order house must get its catalogue (its store) into people's hands before it can sell to them. You know how bright-colored and alluring those catalogues are. Therefore, copy the "enemy's" tactics—have bright and sunshiny surroundings—keep things systematized—in "apple-pie" order. Many a merchant whose stock is first class, loses sales because of a poorly lighted, dusty store.

By All Means Advertise.

Every merchant in the small town should be an advertiser. He has the same opportunity to tell the community what he has for sale as the big city merchant, only using different mediums. The principle of good advertising is identically the same, but it must be applied differently.

Here's where the manufacturer again shows his willingness to co-operate. He will send you complete advertisements—picture and text—all ready to add your name and insert in your local daily or weekly newspaper. Or he will send you cuts of the article you want to push, and you can write the descriptions yourself.

(Continued on page 47.)



Be a Salesman, not a Delivery Clerk.

Equipment for the New Provision Department

The Grocer Should Remember That Modern Business Requires Up-to-Date Methods—Aim to Sell Provisions to Every Customer of the Store—Refrigerator, Scale, Slicer, etc., Are All Important Factors—Silent Salesman Helps Display.

Article No. 13 of The Provision Series.

TO the grocer who is opening up a provision department the matter of equipment is very important. Here, as in the larger store, the same general basis applies that the expenditure on equipment must be in relation to the volume of business done or prospective, giving, at the same time, full consideration to the important factor that up-to-date equipment will prove in drawing trade to the store. On this point the grocer will have to do some figuring for himself, but should remember that in every branch of the business the public is demanding service, modern equipment, and up-to-date sanitary methods.

Interviews on this point have been had with several grocers and they are of the opinion that the provision department should be given all the rope that can be spared—and that it will take a lot of rope to hang itself. The department, as has been pointed out several times throughout these articles, is one that requires close attention, but it is also one where that attention yields good returns, for there is a very satisfactory spread in the prices at which the goods can be bought and sold—especially if the avenues of waste are stopped.

For the grocer who is considering the problem, a good basis would be to figure on what volume of business in provisions he would get if he supplied the provisions to the customers of the other departments. There is no reason why he should not have that business, and where the department has been properly handled there is likewise no reason why the provision department should not be brought to that state where it will co-operate in bringing business in other lines.

Give Department a Chance.

To deal with the problems of the grocer who is just taking the first step in the provision business, we have seen departments in small stores where the equipment consisted of practically nothing more than a knife with which to slice hams and bacon and one end of the counter on which to do the slicing. Is this giving the department a chance. We cannot see it. It must be a store with a narrow business or narrow policy that is not more aggressive.

It does not take much to enlarge the department. A useful counter or block can be secured with small expenditure, while if the fixtures are fitted with marble tops the showing is far more impressive.

Then consideration should be given to the selling effect of provisions properly displayed and in this department of the business the influence in this connection is perhaps even more important than in any other section of the store. Prepared meats can often be sold on display when the housewife in the hot weather is seeking anything in the way of meats that can be served without cooking.

Glass Silent Salesmen.

A big factor in selling provisions by display in the silent salesman. In the first place, the meats make a fine appearance under the glass with a big block of ice in the centre, and in the second place the display is brought right under the eyes of the shopper, which is hard to accomplish in any other way with meats.

The grocer who is considering the step into provisions should not fear the refrigeration expense. If he uses an ice box—and there are practically no stores to-day without one—the provisions can be handled with little trouble. Few refrigerators are made to-day without a center partitions and the provisions can be kept on one side; it is not advisable to keep provisions and produce or milk in the same compartment. A refrigerator with at least two compartments should be secured and it is also advisable to get one which has doors below, where lard, etc., can be kept. A good refrigerator can be had from $50 to $100 and larger ones can be built to order with display compartments at the front and the storage at the back

In connection with refrigerators, something might be said of refrigeration. Recognizing the principle that the cold air decends, it should always be seen that there is an opportunity for the air to circulate from the ice chamber while there should be vents at the side to permit the warmer air to rise to the chamber above. By this method the air is constantly moving and the melting of the ice has the effect of keeping it pure. A refrigerator with the ice at the sides will probably lose a certain percentage of ice value. Care should also be taken to see that the different chambers are air-tight and ice should not be stinted, as it will be found that the more ice in the chamber the less is melted.

Refrigerators are usually built with walls which give two complete air chambers, sheet packing being used in addition to the wood. The same principle applies to the glass silent salesmen, for there are three layers of

(Continued on page 47.)

The
Modern Equipment
of our
Provision Department

is at your service. Our hams, bacon, cooked specialties, sausage, etc., are handled with all the care and attention demanded by modern sanitary ideals. Inspect the meats; order the slicing done to your individual taste and watch our machine do the work. Inspect the specialties in our silent salesman and let us help you with your hot weather menu problems. Up-to-date refrigerator keeps our goods in the best of condition.

Order with your groceries, and get the benefit of our prompt delivery service—a double saving of time.

JAMES AND SON
Groceries and Provisions

A suggestion for a newspaper advertisement advertising the service of the provision department.

THREE SECTIONS OF THE TRADE IN CONFERENCE.

(Continued from page 26.)

whole time to the guild business. In such a way membership in the guild would be made a certificate of character among retailers. That would attract many honest wholesalers now staying out of the guild because some members of the kind condemned had been allowed to remain members.

"We have reports from the various provinces showing trade matters to be in a deplorable condition," said Mr. Smye. "Profits are almost nothing."

"We need an association to prevent disaster to our trade, to watch legislation and to encourage business men to be honest," he declared. "We should bring about a strong bond and a better understanding between the manufacturer, the retailer and the jobber to keep the trade in the proper channels, and to put food products in the hands of the consumer at the lowest cost."

Cost of Living And Middlemen.

Hugh Blain, of Toronto, dealt logically with the high cost of living problem and the attacks made against the middleman.

"With the spread of mankind over the world's surface," he said, "and the demands of the people of one country for the products of another country, the middleman became necessary and has remained ever since. Thus began the growth of an improved standard of living, and now if we must have a high standard of living we must pay for it.

"If the consumer must have the products of all the world brought to him, he must pay for bringing them. The gross revenue of the C.P.R. amounted to $123,319,541, and this is only one of the many carrying companies by land. In addition, the statement was made during the Good Roads Convention in Toronto that it cost the farmer to haul his products 25 cents per ton per mile, while the cost by rail was one cent per ton per mile.

"Again, if the consumer must have goods put up in attractive form, he must pay for what it costs for doing it. Those who were not familiar with the methods of making goods attractive can have little idea of the millions of dollars spent in decorating containers finished in the most costly styles, put up and packed at enormous expense, in order to obtain an exclusive market by making articles attractive in appearance and convenient to handle.

"And yet again, if the consumer must have goods delivered at his home, he must pay for the cost of delivery. It is not an unusual thing for a retail merchant to have to send his delivery wagon one, two, or three miles with a 10 cent or 15-cent article.

The Effect of War.

"A further feature of most serious import in advancing the cost of the world's products is war, which means the withdrawal of millions of men from industrial pursuits and a total waste of just so much human energy and the upkeep of these enormous armies of men, as well as untold sums spent in other ways on military equipments on both land and water.

"Even cold storage, intended for the preservation of our food supply, is at present under suspicion of causing greater inflation. Mention may also be made of the great waste going on, such as fire waste and food waste. Wastefulness is a crime against humanity.

"In addition to the causes already mentioned I might add expensive dwellings, high rents and high taxes, together with our extravagant surroundings. A condition sometimes condemned, and which has an important bearing, is the movement of population from country to the cities."

H. B. GORDON, WINNIPEG

President of the Codville Co., who was elected president of the Dominion Wholesale Grocers' Guild in Montreal last week.

Mr. Blain suggested that a commission similar to the Dominion Railways Commission be appointed, to supervise and regulate wholesale distribution of food products, and encourage wider operations by the wholesalers in order to effect economies in distribution.

Common Interests.

E. F. B. Johnston, K.C., Toronto, chief counsel for the Guild, said that the public needed to be educated up to the fact that the wholesale grocery business was not merely a warehouse for the trade, or a local trade, but a vast machine extending from ocean to ocean. The manufacturer, wholesaler and retailer were bound together in their own interest and in that of the public, and the financial stability of one was absolutely necessary to the others, for the failure of one class would inevitably bring bankruptcy to the other. The object of one class was to sell as cheaply as practicable without slashing prices in order to create trade.

The consumer was protected in that if prices were put up unduly a hundred new firms would jump into a trade believed to be so immensely profitable. But there had to be a living profit.

In dealing with the evils of contract breaking, Mr. Johnston said that the man who accepted secret rebates in contravention of his signed contract was guilty of the crime of perjury, and he urged the trade to seek an amendment to the statute that would enable them to deal with the contract-breaker quite apart from the question of profits. They should punish in the courts any breaking of contracts even if they sent their own friends to jail.

Combines made with the intention of enhancing prices, restraining production or lessening competition were illegal, but organization for mutual protection in regard to questions of mutual interest and the establishment of reasonable profits would be right under the law.

H. C. Beckett declared it was their duty to purify the trade from the Atlantic to the Pacific, and to disclose lack of this quality in any member. A list of offenders should be prepared and everything done to discourage the acceptance of secret rebates.

The question of incorporation of the Guild came up, and a resolution was passed to the effect that it was advisable to secure a Dominion charter, and the Legislation Committee proceed to that end. A resolution authorizing the Legislation Committee to confer with the Retail Merchants' Association, with the aid of Mr. Johnston, K.C., passed unanimously, the object being to secure legislation along the lines suggested by Mr. Johnston.

A banquet to the delegates by the Montreal Wholesale Grocers' Guild was given at the Ritz-Carlton. A lunch was given at the Mount Royal Club by Huntley R. Drummond, president of the Canada Sugar Refining Co.

GROCERS MUST HAVE LICENSES.

The grocers of Allentown, Pa., who handle butter, cheese and smoked meats, whether retail or wholesale, have been compelled to take out a license to permit them to sell these provisions as specified by a new city ordinance recently enacted by the officials of that city.

FROM PHOTOGRAPH TAKEN OF DOMINION WHOLESALE GROCERS' GUILD IN SESSION AT MONTREAL.

Names are as follows: 1, Zephirin Hebert, Montreal; 2, H. C. Beckett, Hamilton: 3,Hugh Blain, Toronto; 4, W. S. Ware (Kellogg Cereal Co.); 5, R. D. Dinning (See. B. C. W. G. Exchange); 6, L. A. Lefebvre (Langlois & Paradis, Quebec): 7, Jos. Ethier (Laporte, Martin Co.); 8, L. G. Plourde (Jas. Desfresne, Joliet, P.Q.); 9, Thos. Kinnear, Toronto; 10, R. O. S. Eastman (Kellogg Cereal Co.); 11, A. Desroches, Montreal; 12, Archibald Miller (Whitehead & Turner, Montreal); 13, S. Screaton (Edward Adams, London); 14, Gerald Fitzgerald (F. J. Castle Co., Ottawa); 15, F. B. Scofield (Jones & Scofield, St. John); 16, A. Malcolm, St. John; 17, F. W. Humphrey, Toronto; 18, H. Bruce Gordon (Codville Co., Winnipeg); 19, S. St. A. Sewell (Perkins, Ince, Toronto); 20, W. Pouliot (Chevalier [illegible], Joliet); 21, J. S. Royer (J. B. Renaud & Co., Quebec); 22, Geo. E. Barbour (G. E. Barbour & Co., St. John); 23, J. A. Chevalier (Magnan & Chevalier, Joliet); 24, [illegible] Hamilton; 25, M. Laporte (Laporte, Martin & Cie., Montreal); 26, the official stenographer; 27, J. Stanley Cook, Sec. of W. G. G.; 28, H. C. Lowrey (Canadian Grocer).

CURRENT NEWS OF THE WEEK

Quebec and Maritime Provinces.

Stephen McMillan, general merchant, Isaacs Harbor, N.S., is dead.

.Alex. Martinello, grocer and baker, Sydney, N.S., suffered considerable loss by fire.

Fredericton, N.B., merchants have selected Thursday afternoon for their weekly half-holiday.

G. A. Robertson, grocer and hardware merchant, Moncton, N.B., suffered slight loss by fire; fully insured.

A fire broke out the other day on the third floor of the coffee and spice establishment of Herron, Le Blanc, Ltd., in St. Henry Street, Montreal, and did a good deal of damage before it was extinguished. The cause of the fire is unknown.

The Walter Christmas Co., Ltd., has opened a wholesale grocers' business at 112 St. James Street, Montreal. Previous to entering business for himself, Mr. Christmas was for five years a traveler for John Duncan & Co. The new firm has been incorporated under name of "Walter Christmas Co., Ltd., with a capital stock of twenty thousand.

Ontario.

J. J. Ramsay succeeds A. Thompson, an Ottawa grocer.

A. Thompson, grocer, London, Ont., is succeeded by J. J. Ramsay.

Wm. Homeyer, confectioner, etc., Baden, Ont., has sold out to Fred Doerflug.

N. Wickeen, general merchant, Rainy River, Ont., has sold out to Fred Bourstead.

Estate of W. H. Falconer, general merchant, Sheridan, Ont., have sold to W. J. Bovenizer.

A. Mickle has opened a grocery store in Wallaceburg, Ont.

Owen Sound, Ont., merchants are closing Wednesday afternoons during July and August.

Geo. S. Petitt, who was formerly in the grocery business in East London, is managing the grocery department of the B. W. Moore Co., Ltd., Petrolia, Ont.

The partnership of Snowden & Painton, of the Elite Grocery, Bowmanville, Ont., has been dissolved, Rd. Snowden continuing.

This is a big picnic week for grocers. London grocers spent Wednesday in Toronto; the Hamilton men went to Niagara Falls, and Toronto grocers to Queenston Heights the same day. Next week's issue will contain full reports.

Damage estimated at about $3,500 was caused in an early morning fire which entirely gutted the general store of E. H. Shaw, of Stouffville, Ont. The fire was thought to have originated in a case of matches and is believed to have been caused by mice gnawing through the case and igniting the matches.

Jas. J. Haskett, formerly in the grocery business in London, Ont., who sold to Summers Bros., and lately represented Holbrooks. Ltd., has bought the Burton grocery business on Waterloo Street North. This is an old-established business.

During the week there have been a number of changes in proprietorship made in the grocery business in Toronto. J. L. Casey has sold out to J. H. Trott; R. J. McDermott has sold to Smart and Buckland; Taylor & McLean is the style of the firm succeeding R. McLean and the firm of McMillan & McKinley is dissolved, the latter continuing the business.

Oscar Sigsworth, a grocer at 557 Pape Avenue, Toronto, and Mrs. Sigsworth, celebrated their tenth wedding anniversary last week. Mr. Sigsworth is a Yorkshire man who came to Canada a few years ago to "seek his fortune." The event was featured not only by the attendance of a number of friends to dinner, but by the burning of the mortgage on the establishment.

Western Canada.

D. Campbell, grocer, Winnipeg, Man., is succeeded by S. Cavaghan.

The death occurred at Malakwa, B.C., of Thos. Sturdy, general merchant.

S. Peche has purchased the general stock of the L. Wasel estate at Southey, Sask.

Brake & Vane, general merchants, Treesbank, Man., are succeeded by Max Faurer.

B. Kovnats & Sons are erecting a new general store at Transcona, Man., on Regent Avenue.

Neelands & Co. have secured the stock of the general store of the A. Miller estate at Rosendale, Man.

John Hart has bought the stock of the general merchandising firm of Pratt & Hart at Dodsland, Sask., and John Pratt has bought the stock of D. J. Pratt at Kerrobert, Sask.

Geo. Stewart is now conducting the confectionery business formerly run by J. Cohen at Winnipeg, Man.

E. G. Wiswell, Brandon, Man., has been appointed secretary of the Brandon Retail Merchants' Association, succeeding J. T. Monteith, who has been organizer and secretary-treasurer of the local body since its inception, but appointed recently by the Manitoba Provincial Board of the Retail Merchants' Association of Canada, Incorporated, to the position of provincial organizer.

LONDON GROCERS' PICNIC.

Five Hundred Visitors From Forest City Spend Day in Toronto.

Toronto, July 15.—(Special). — The grocers of London and their friends turned out in force for the tenth annual excursion of the Forest City's Association, which arrived in the city this morning by special train. It was one of the best outings that the association has ever organized, and the weather was very fine, although somewhat warm.

Arriving in the city, there was no special program, and the crowd dispersed to spend the day according to individual tastes. Naturally with the temperature so high the Island proved a popular attraction, while Scarboro also had its quota. The ball game took a good many of the fans during the afternoon, and, in addition to the resorts, the evening found a number at the concert of the massed bands at the Exhibition Grounds.

The McCormick Manufacturing Co., of London, the Perric Co., also of the Forest City, and the Noble Company of St. Thomas, distributed souvenir boxes of confectionery, while the wholesale fruit houses of London donated liberal supplies of oranges and other fruits. Thus provided with refreshments, the crowd arrived in Toronto in the best of humor and evidently prepared to spend an enjoyable day.

The committee in charge of the arrangements were:—A. Palmer, chairman; Geo. H. Ellis, first vice; J. W. Eddy, second vice; Thos. Shaw, treasurer; H. Harley, secretary; G. B. Drake, J. McFarlane, H. Fountaine, E. J Ryan and R. E. Blinn.

First Indications of Better Business in West: Ontario Pea Crop Suffered Serious Damage

More Optimistic Reports Received from Regina and Winnipeg—Insects Have Ravaged Pea Fields in the East—Varied Reports as to Extent of Damage — Dried Fruits Are Very Firm and Advancing—A Big Increase in Prices of Scrub and Other Fibre Brushes.

OFFICE OF PUBLICATION,
Toronto, July 17, 1914.

For the first time in weeks there is in the reports which have been received by Canadian Grocer this week a note of improvement. It is significant that this comes particularly from the West. Those who are in touch with financial and business conditions have figured that the tide would first turn in Western Canada and it has also been the idea that the grocery trade, dealing in staples, would be one of the first to note the change. This week Winnipeg and Regina both report a change for the better. Winnipeg says that "general restocking is going on," and Regina that things "have picked up noticeably during the week." It must be expected that it will take time to get business back to a normal state after the depression which has been experienced, but in the change of tone from the West we may have the indication that the "peak load" has been passed, and that business is pulling on the long upgrade. From Montreal there is a more favorable report and in Toronto, while improvement is not very noticeable, the tone is very satisfactory for the season of the year in view of general conditions.

There is a big difference in the nature of the crop reports which come from the West, but there does not appear to be any real reason to believe that there has been wide damage. The end of the week brought torrential rains in Manitoba, and also in other prairie sections further west. In Saskatchewan reports indicate a crop of from 17 to 20 bushels to the acre on the average with some sections where there will only be about 5. The crop is a week to ten days ahead of last year, and is beginning to head out in some sections of the south. Hail has done little damage and an early harvest should prevent serious harm from frost. Prices continue to decline, and the flour market is easy with prices much out of line for export business; lower prices are only quoted on big orders. Mill feeds are very firm for the season on account of short grinding and poor hay crop. Cornmeal is hard to get on deliveries, and higher prices are talked of.

An insect plague, which in some districts amounts to little short of a disaster, has within the week hit the pea fields of the eastern part of the province. The exact extent of the damage cannot be learned, but some of the packers are not looking for more than half a pack. One estimate is that the new prices will be 20 to 30 per cent. above what had been looked for. The ravages of the fly were only discovered when the harvest commenced—it seemed to come over night, as it were. Raspberries are now being packed and there appears to be a good crop, while the general outlook for other varieties of fruits and vegetables has changed little.

Sugar has advanced ten cents in New York and while there is a good demand in Canada, it has livened up deliveries rather than created new sales; no advance is looked for in this country at present.

Raisins and currants are getting into close compass, and prices are advancing fractionally.

The Mexican war has had the effect of an advance of about 20 per cent. in the price of scrub and other brushes made of Tampico or rice root fibre.

Fresh eggs are dearer and trades are cheaper, which emphasizes the need for candling. Butter and cheese are easier, but will have to come down to encourage export business; butter is now a couple of cents under a year ago, the big influence being lack of demand in the West.

New potatoes are a couple of dollars a barrel above the price at even date a year ago, and the balance of the New Brunswick stock is clearing at two dollars and better in Ontario.

Markets in Brief

QUEBEC MARKETS.

FRUITS AND VEGETABLES—
- Blueberries and raspberries offered now.
- Oranges higher; other fruits in good supply.
- Vegetables generally are cheaper.

FISH AND OYSTERS—
- Halibut, cod, haddock and salmon in good supply.
- Fish business generally good; prices reasonable.

FLOUR AND CEREALS—
- No change in flour or cereals.
- Mill feeds still in demand, and price unchanged.

PRODUCE AND PROVISIONS—
- Easy trend to provision markets
- Eggs, butter and cheese show little change.

GENERAL GROCERIES—
- Very little change in markets.
- Sugar unchanged; teas very firm.
- Shortage in crop of peas reported.

ONTARIO MARKETS.

GENERAL MARKETS—
- Insects ravage pea fields.
- Fibre brushes take big jump
- Coffee higher; tea firmer.
- Raisins and currants getting scarce.
- New York sugar advances, not Canada.

FRUITS AND VEGETABLES—
- Potatoes still very high.
- Native shipments are stronger.
- California fruits cheaper.
- Between seasons for cherries.

FLOUR AND CEREALS—
- Flour market continues very quiet.
- Cornmeal scarce and may advance.
- Mill feeds holding their own.

PRODUCE AND PROVISIONS—
- Compound lards are dearer.
- Fresh eggs bring better prices.
- Butter is easier.

QUEBEC MARKETS

Montreal, Que., July 14.—The outlook in the grocery trade, as reported by the larger jobbers, is now improved on account of recent heavy rains, which have greatly helped the crops, and have put a more optimistic view in conditions generally. Collections are reported to be quite satisfactory. July is usually a good month for business, and it is expected that this year will be no exception. Some dealers state now that their sales are considerably in excess of last year, and this, in view of talk of depression in other lines, is considered a very good showing. Prices generally rule steady, with last week's levels.

SUGAR.—There has been no change in the sugar market so far as prices are concerned. The demand has been fairly good, though not what might be expected at this time. The high price of strawberries this year was responsible for curtailing the preserving to quite an ex-

tent. Buying has been rather light, and most of the retailers appear to be pretty well stocked at present. Local refiners report that they have still some fair orders on hand, upon which they are still working, but new orders are not coming forward very rapidly. While the primary markets are slightly easier, there does not seem to be any indication of a change from local refiners.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	4 45
20 lb. bags	4 55
2 and 5-lb. cartons	4 75
Second grade, in 100 lb. bags	4 30
Yellow Sugars—	
No. 3	4 40
No. 2	4 50
No. 1	4 10
Extra Ground Sugars—	
Barrels	4 85
50 lb. boxes	5 15
20 lb. boxes	5 25
Powdered Sugars—	
Barrels	4 85
50 lb. boxes	5 05
25 lb. boxes	5 05
Paris Lumps—	
100 lb. boxes	5 20
50 lb. boxes	5 40
25 lb. boxes	5 50
Crystal Diamonds—	
Barrels	5 25
100 lb. boxes	5 40
50 lb. boxes	5 50
Cartons and half cartons	7 05
Crystal Dominoes, cartons	7 15

DRIED FRUITS.—There is still a fair demand for raisins; but as for other lines, there is little stock left in the hands of jobbers, and business is quiet. Figs and table raisins are about cleared out, and Valencia raisins are also being well cleaned up.

EVAPORATED FRUITS.	Per lb.	
Apples, 50-lb. boxes	0 10½	0 11
Nectarines, choice	....	0 11
Peaches, choice	0 09½	0 11
Pears, choice	....	0 12
Apricots	0 16	0 20
DRIED FRUITS.		
Candied Peels—		
Citron	0 16½	0 17½
Lemon	....	0 10½
Orange	....	0 11½
Currants—		
Amalias, loose	....	0 07
Amalias, 1-lb. pkgs.	0 07½	0 08½
Filiatras, fine, loose	0 06½	0 07
Dates—		
Dromedary, package stock, per pkg..	....	0 06½
Fards, choicest	....	0 11
Hallowee, loose	....	0 06
Hallowee, 1-lb. pkgs.	....	0 07½
Figs—		
Finest, 6 crown, about 12 lbs.	0 11	0 13½
Same fruit, 5 and 4 crown, 1 and 2 cents less.		
Prunes—		
40 to 50, in 25-lb. boxes, faced	0 12½	0 13
50 to 60, in 25-lb. boxes, faced	0 11½	0 12
70 to 80, in 25-lb. boxes, faced	0 10	0 10½
80 to 90, in 25-lb. boxes, faced	....	0 09½
95 to 100, in 25-lb. boxes, faced	0 06	0 06½
60 to 70, in 25-lb. boxes, faced	0 10½	0 11
Raisins—		
Malaga table, box of 22 lbs., according to quality	2 75	6 00
Muscatels, loose, 3 crown, lb.	....	0 08½
Sultana, loose	....	0 10
Lower grades Sultana, 1 lb. pkgs.	....	0 11
Valencia, new	0 06	0 07
Seeded, fancy	....	0 10½
Seeded, choice	....	0 10

Prices quoted on all lines of fruits liable to be shaded for quantities, according to the state of the market.

TEAS.—Market is pretty well cleared of first and second leaf owing to the exceptional demand from the United States for the finer teas. Cable advices on third crop are favorable as to quality and price. There has been a very fair demand for all grades of tea locally, in a jobbing way; and as there is a strong undertone to the tea market, it is not thought that it would require much of a change to affect prices.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 40
Fine	0 30	0 35
Medium	0 25	0 30
Good common	0 18	0 25
Common	0 15	0 18
Yamashiro	0 75	1 00
Ceylon—		
Broken Orange Pekoe	0 30	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
Garden grown	0 75	1 00
India—		
Pekoe Souchongs	0 19	0 20
Ceylon Greens—		
Young Hysons	0 24	0 26
Hyson	....	0 22
Spanish, No. 1	....	0 12¼
Virginia, No. 1	....	0 13¼
Gunpowders	0 19	0 35
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey gunpowder, pinhead	0 30	0 50

COFFEE.—Locally the coffee trade is quiet, and prices continue to hold firm. Receipts at primary points have been heavy, and show increases from last year's totals. In consequence of this, the spot market can be described as under a slightly easier tone. Local demand has been slow from both local and country points.

Coffee, Roasted—		
Bogotas	0 27	0 30
Gautemala	0 26	0 28
Jamaica	0 24	0 25
Java	0 32	0 35
Maricaibo	0 25	0 26
Mexican	0 27	0 28
Mocha	0 30	0 32
Rio	0 22	0 22
Santos	0 22	0 23
Chicory, per lb.	0 08	0 10

MOLASSES.—There has been no change in the molasses situation. Dealers have fairly heavy stocks, and there has been little buying of late. Several cargoes are to arrive shortly, and just what effect this will have on prices is hard to state. Later arrivals should all be taken for winter business, but in view of the price-cutting that characterized the trade this spring, anything might happen.

Barbadoes Molasses—	Prices for Island of Montreal. Fancy.	Choice.
Puncheons	.30	.28
Barrels	.33	.31
Half barrels	.35	.33

For outside territories prices range about 3c lower per gallon than for delivery, Island of Montreal.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—	
Barrels, per lb., 3½c; ½ bbls., 3¾c; ¼ bbls.	0 04
Pails, 38½ lbs., $1.85; 25 lbs.	1 35
Cases, 2 lb. tins, 2 doz. in case	2 50
Cases, 5 lb. tins, 1 doz. in case	2 85
Cases, 10 lb. tins, ½ doz. in case	2 75
Cases, 20 lbs. tins, ¼ doz. in case	2 70
Maple Syrups—	
Pure, per 8½ lb. tin	0 75
Pure, in 15 gal. kegs, 8c per lb., or per gal.	1 00
Maple sugar, pure, per lb.	0 10 0 11

SPICES.—There is a seasonable demand for spices, and grinders report business generally satisfactory, with no change in prices.

	5 and 10 lb. tins, pkgs., doz.	¼ lb. tins, doz.	¼ lb. tins, doz.
Allspice	14—17	60—0 70	70—0 80
Cassia	22—27	72—0 90	80—0 90
Cayenne pepper	25—30	72—0 90	90—1 15
Cloves	30—35	1 08—0 95	..—1 08
Cream tartar	28—33	..—1 00	.....
Curry powder	..—35	.....	.....
Ginger, Cochin	18—20	.....	.....
Ginger, Jamaica	22—27	65—0 85	75—0 95
Mace	75—1 00	.....	..—2 75
Nutmegs	25—30	90—0 00	1 60—2 50
Peppers, black	18—20	67—0 75	80—0 90
Peppers, white	28—29	95—1 10	1 10—1 20
Pastry spice	20—27	65—0 95	75—1 10
Pickling spice	14—18	65—0 00	75—0 00
Turmeric	16—18	.....	.....

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Cardamon seed, per lb., in bulk	1 80	2 25
Carraway—		
Canadian, per lb.	....	0 10
Dutch, per lb.	....	0 15
Cinnamon, Ceylon, per lb.	....	0 50
Mustard seed, per lb., in bulk	0 15	0 18
Celery seed, per lb., in bulk	0 30	0 35
Cayenne Chillies	....	0 25
Shredded cocoanut, in pails	0 18	0 20

RICE AND TAPIOCA.—These lines continue to be among the quietest in the grocery line. There is a disposition on the part of housewives to dispense with cooking as much as possible in the summer months, and consequently these commodities move slowly. Prices are as last reported.

	Per cwt.
Rangoon Rices—	
Rangoon "B"	2 90
C.C.	2 80
India bright	3 05
Lustre	3 15
Fancy Rices—	Per cwt.
Polished	4 30
Pearl	4 50
Imperial Glace	4 80
Sparkle	5 00
Crystal	5 00
Snow	5 20
Ice drips	5 35
Carolina head	7 00

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.)

	Per lb.	
Imported Patna—		
Bags, 224 lbs.	0 05½	0 05⅝
Half bags, 112 lbs.	0 05¾	0 05¾
Quarter bags, 56 lbs.	0 05⅞	0 05⅞
Velvet head Carolina	0 09	0 10
Sago, brown	0 04½	0 05

NUTS.—There is little business in nuts at present, except in shelled walnuts and almonds, which are always more or less in demand.

Shelled walnuts, per lb.	0 40	0 42
Shelled almonds, 28-lb. boxes, per lb.	0 45	0 46
Finest filberts	....	0 13
Pecan	0 17	0 18
Almonds	0 18½	0 20
Walnuts, Grenoble	0 18	0 19
Walnuts, Marbots	0 15	0 16
Brazils, new	0 13½	0 14½
Peanuts, No. 1, 13c; No. 2	....	0 11
Peanuts, No. 3(9½c; No. 4	....	0 09

DRIED VEGETABLES.—No change has taken place in the market for beans or peas. Canadian peas are reported to have been rather unsatisfactory, and jobbers have had to import most of their supplies.

Beans—		
Hand picked, per bush.	2 40	2 50
Canadian white, per bush.	2 10	2 25
Yellow, per bush.	....	2 75
Yellow eyes, per bush.	....	3 25
Lima, per lb.	....	0 08½
Peas, per bushel	2 25	2 40
Peas, Imperial green, per bush.	....	2 50
Barley, per bag	....	3 00

ONTARIO MARKETS.

Toronto, July 16.—Despite the fact that the hot weather season has arrived, there is apparently a little better tone to the market, according to the reports of the wholesalers, and the outlook is for business on a better basis, as stocks in the hands of the retail trade are said to be in better condition than they have been for some years. A feature of the week has been the change in the reports with regard to the outlook for canned peas. The pea fly has been ravaging some of the eastern fields, although to what extent there appears to be a difference of opinion. One wholesaler expresses the opinion that, whereas it had been expected that the new crop would come in about 65c or 70c, 90c is more likely to be the figure, but others are not so pessimistic.

SUGAR.—A rather unlooked for advance has been made by New York refiners of 10 cents, who have been forced into market for raws, but it is not expected that there will be a change made in Canada. Market is generally firm, and prospects are for good consumption during the fruit season. Increased demand and the New York advance have been responsible for activity in deliveries, but purchases a few weeks ago were so heavy that there has been

little new buying. Stocks of raws are being considerably depleted, and there are reports that the conditions for the new Cuban crop are not of the best, and these influences are no doubt responsible for the advance made in New York.

Extra Granulated Sugars, Montreal Refined—Per 100 lbs.	
100 lb. bags	4 51
20 lb. bags	4 61
10 lb. bags	4 66
2 and 5 lb. cartons	4 81
Second grade granulated, 100-lb. bags	4 41
Nova Scotia refined, 100-lb. bags	4 41
Western Ontario refined, 100-lb. bags	4 41
Extra Ground Sugars—	
Barrels	4 91
50 lb. boxes	4 11
25 lb. boxes	5 31
Powdered Sugars—	
Barrels	4 71
50 lb. boxes	4 91
25 lb. boxes	5 11
Crystal Diamonds—	
Barrels	5 26
100 lb. boxes	5 26
50 lb. boxes	5 36
Paris Lumps—	
100 lb. boxes	5 26
50 lb. boxes	5 36
25 lb. boxes	5 56
Cartons (20 to case)	7 31
Cartons (50 to case)	7 31
Crystal Dominoes, cartons	7 50
Yellow Sugars—	
No. 1	4 11

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

DRIED FRUITS.—Considering the season, market is very firm, and tendency of prices is upward on account of the shortness of the stocks held by wholesalers. It is evident that damage reports with reference to the currant crop were pretty well founded, and there is a firmness in this department with fractional advances in prices. Raisins are likewise affected, and both Sultanas and Valencias show higher quotations. Prunes are inclined to be a little easier if anything, and it is evident that the damage on the coast has been pretty well discounted.

Apples, evaporated, per lb.	0 10½	0 11
Apricots—		
Standard, 25 lb. boxes	0 16½	0 18
Choice, 25 lb. boxes	0 18	0 18½
Fancy	0 22	0 24
Candied Peels—		
Lemon	0 10	0 12
Orange	0 10	0 12
Citron	0 16	0 17
Currants—		
Filiatras, per lb.	0 06½	0 07
Amalas, choicest, per lb.	....	0 07
Patras, per lb.	....	0 07½
Vostizzas, choice	....	0 09
Vostizzas, shade dried	0 10½	0 11
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 08½	0 09½
Fards, choicest, 50-lb. boxes	0 08	0 08½
Package dates	0 06¼	0 09
Hallowees	0 05¾	0 06
Prunes—		
30-40s, California, 25 lb. boxes	0 14	0 15
40-50s, 25 lb. boxes	0 13	0 14
50-60s, 25 lb. boxes	0 12½	0 12¾
60-70s, 50 lb. boxes	0 10½	0 11
70-80s, 50 lb. boxes	0 10	0 10½
80-90s, 50 lb. boxes	0 09½	0 10
90-100s, 50 lb. boxes	0 08¼	0 08½
25-lb. boxes, ¼c more.		
Peaches—		
Standard, 50-lb. boxes	0 07¼	0 08
Choice, 50-lb. boxes	0 09	0 10
25-lb. boxes, ¼c more.		
Raisins—		
Sultana, choice, new	0 06½	0 10
Sultana, fancy, new	0 10	0 12
Valencia, new stock	0 07¼	0 08
Seeded, fancy, 1 lb. packets	0 10½	0 11
Seeded, choice, 1 lb. packets	....	0 10
Seeded, choice, 12 oz.	....	0 08½
Seedless, 16 oz., packets	0 10½	0 11
Seedless, 12 oz. packets	0 08½	0 09

SYRUPS.—With the hot weather there has been a slackening in demand for syrups. Prices are without change.

Syrups—	Per case.
2 lb. tins, 2 doz. in case	2 50
5 lb. tins, 1 doz. in case	2 85
10 lb. tins, ½ doz. in case	2 75
20 lb. tins, ¼ doz. in case	2 70
Barrels, per lb.	0 03½
Half barrels, lb.	0 03¾
Quarter barrels, lb.	0 04
Pails, 38½ lbs. each	1 85
Pails, 25 lbs. each	1 35

Molasses, per gallon—		
New Orleans, barrels	0 26	0 28
New Orleans, half-barrels	0 28	0 30
West Indies, barrels	0 22	0 24
West Indies, half barrels	0 24	0 26
Barbadoes, fancy, barrels	0 45	0 48
Barbadoes, fancy, half barrels	0 47	0 51
Maple Syrup—Compound—		
Gallons, 6 to case	4 40	4 80
½ gals., 12 to case	4 70	5 40
¼ gals., 24 to case	4 70	5 40
Pints, 24 to case	2 50	3 00
Maple Syrup—Pure—		
5 gallon cans, 1 to case	6 45	6 60
Gallons, 6 to case	6 60	8 00
½ gallons, 12 to case	6 95	7 25
Quarts, 24 to case, in glass	7 00	7 25
Pints, 24 to case	4 00	5 90
Maple Sugar—		
Pure, per lb.	....	0 12½
Maple Cream Sugar—		
24 twin bars	....	1 80
40 and 48 twin bars	3 60	4 85
Maple butter, lb. tins, dozen	....	1 90

NUTS.—Business is fair in this department, although the season is the off one. Prices are firm, particularly with reference to shelled walnuts and almonds.

	Per lb.	
In shell—		
Almonds, Tarragona	0 18	0 18½
Brazils, medium, new	0 11	0 12
Brazils, large, washed, new	0 12	0 13
Chestnuts, peck	1 75	1 90
Filberts, Sicily, new	0 12	0 13
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 10½	0 11
Peanuts, fancy, roasted	0 09½	0 10
Pecans	0 17	0 18
Walnuts, Grenoble, new	0 16	0 17
Walnuts, Bordeaux	0 13	0 13½
Walnuts, Marbots	0 14	0 15
Shelled—		
Almonds	0 44	0 46
Filberts	....	0 27
Peanuts	0 11	0 12
Pecans	0 56	0 60
Walnuts, new	0 45	0 46

BEANS.—Demand is limited, but stocks are low, and the high prices are continuing firm in sympathy with the market in Western Canada where there is still considerable demand. Stocks of peas are short and prices are very firm with prospects of an advance on account of short acreage this year and reports of fly damage.

	Per bushel.	
Beans—		
Canadian primes	....	2 30
Canadian H. P.	....	2 40
Canadian, extra H. P.	....	2 50
Yellow eyes	3 00	3 25
Brown	....	3 25
Lima	0 07	0 08
Peas, blue Canadian, per bush.	2 00	2 25
Peas, green, imported, bush	....	2 40

RICE AND TAPIOCA.—Hot weather is naturally having some effect in this market; prices are low, and not likely to change for some time.

Rangoon, per lb.	0 03	0 04
Rangoon, fancy, per lb.	0 04	0 05
Patna, per lb.	0 05	0 06½
Japan, per lb.	0 05	0 07
Java, per lb.	0 06	0 07
Carolina, per lb.	0 10	0 11½
Sago—		
Brown, per lb.	0 05	0 05½
White, per lb.	....	0 05
Tapioca—		
Bullet, double goat	....	0 09½
Medium pearl	0 04½	0 05
Seed pearl	0 05	0 05½
Flake	....	0 09½

SPICES.—Market is seasonably normal and grinders are preparing for the busy season. Prospects do not indicate anything out of the ordinary; supplies will be fair with prices firm.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	0 10	0 13—0 15
Allspice, whole	....	0 12—0 15
Cinnamon, whole	....	0 20—0 25
Cinnamon, ground	0 17—0 18	0 20—0 25
Cinnamon, Batavia	....	0 25—0 35
Cloves, whole	....	0 25—0 30
Cloves, ground	0 18—0 23	0 28—0 30
Cream of tartar	0 18—0 21	0 32—0 34
Curry powder	....	....—0 25
Ginger, Cochin	0 12—0 15	0 18—0 21
Ginger, Jamaica, ground	0 15—0 18	0 22—0 25
Ginger, Jamaica, whole	....	0 22—0 25
Ginger, African, ground	....	....—0 18
Mace	....	0 75—1 00
Nutmegs, brown, 64s, 50c; 80s, 40c; 100s	....	....—0 35
Nutmegs, ground, bulk, 45c; 1 lb. tins	....	....—0 55
Pastry spice	....	....—0 25
Peppers, black, ground	0 10—0 14	0 17—0 20
Peppers, black whole	....	0 18—0 20
Peppers, white, ground	0 15—0 23	0 27—0 30
Peppers, white, whole	....	0 26—0 28
Pickling spice	....	....—0 15
Turmeric	0 25—0 35	

COFFEES.—Situation is firmer with possible exception of Rios which are reported a little cheaper on last advices. One jobber to the trade makes the statement that prices generally have advanced about a cent a pound during the last week or so.

Coffee, Roasted—		
Bogotas	0 25	0 27
Guatemala	0 26	0 28
Jamaica	0 24	0 25
Java	0 30	0 32
Maricaibo	0 25	0 26
Mexican	0 25	0 27
Mocha	0 29	0 32
Rio	0 17	0 18
Santos	0 19	0 21
Chicory, per lb.	0 10	0 12

TEAS.—After easing up in prices for some weeks—but this applied largely to the cheaper grades—Ceylon and Indian teas are firming up again on the latest advices. Japan and Chinas are very firm and not only are the prices higher for the new crop but it is reported that the quality is below standard.

Japans—		
Choicest	0 40	0 50
Choice	0 30	0 40
Fine	0 30	0 35
Medium	0 25	0 30
Good common	0 15	0 18
Ceylon—		
Broken Orange Pekoe	0 30	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—		
Pekoe Souchongs	0 19	0 20
Indian Pekoes	0 20	0 24
Ceylon Greens—		
Young Hysons	0 24	0 26
Hyson	0 22	0 24
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey gunpowder, pinhead	0 30	0 50
Moyune, gunpowder, pinhead	0 33	0 45

WOODENWARE AND BRUSHES.—There has been an important advance made in the price of those scrub and other fibre brushes which depend upon Mexico for the principal raw material. Such has been the effect of the war on the crop that prices are up about twenty per cent., and the outlook is such that even if hostilities were to cease now it would be a couple of years before the market could fully recover. This refers to all brushes made of Tampico or rice root fibre. An advance of 25c. a dozen was made in the price of washboards on the 15th.

CANNED GOODS.

MONTREAL.—A report has been received here that the crop of Canadian peas is somewhat compromised, and that there will be a shortage. Canned finnan haddie is now offered at $1.15 to $1.20. Canned goods of all kinds are selling freely and jobbers report that stocks are being well cleaned up.

TORONTO.—Just as a time when it was estimated that there was going to be a good pack of peas, comes the report that an insect plague has infested many of the fields in the eastern part of the province, and that wide damage has been done. The extent of the damage cannot be estimated until there are more complete reports but some of the packers are not looking for more than half a pack. Other reports are that in some sections

farmers are ploughing in the vines, which are not worth harvesting. The plague seemed to come very suddenly and had not been heard of a week ago; the same complaint has come from the United States. Against these pessimistic reports there are others which indicate that the first pack was over and that there will still be a good yield, the damage only being confined to certain localities. However, from the information which can be secured at the present time it would appear that prices will be considerably above what had been hoped for, one wholesaler placing the increase at twenty to thirty per cent. This state of affairs, however, should have no effect on the prices in the other standard lines.

Winnipeg.—Corn has been advanced by some eastern wholesalers from 5 to 10c per dozen, during the last week, and is now held strong. Prices in Winnipeg will advance accordingly in the near future.

From reports obtainable here it would appear that the pack on peas will be small, and prices are expected to open at about $1.80 per case for standards with the usual advances for the higher grades.

Peas and Plums are both stronger. In fact the general tone on the canned goods market is for higher prices on unsold stocks. This tendency will hold good until new goods commence to be delivered.

MANITOBA MARKETS.

Winnipeg, July 1.—So far this month trade has been much better than was anticipated. General re-stocking is going on, the better feeling as to the crop undoubtedly having something to do with this.

It cannot be said that crop conditions are all that could be desired. In some parts of Manitoba there has been such a drought, that no matter how much rain falls from now on there cannot be more than a half crop. However, these conditions only prevail around Winnipeg and the immediate district. Generally, conditions have been good, and the total crop gives promise of surpassing that of last year.

A number of price changes have been struck this week, and it is evident that other changes will follow. The majority of these movements will be in an upward direction

SUGAR AND SYRUP.—Raw sugar declined in New York during the early part of the week, recovering later on. The recovery was followed by another falling off, and raws are now standing about 12 points lower than a week ago. Advices are that crop prospects are for a large output of raw sugar, and it would appear impossible for any large advances in sugar prices to take place unless there is a radical change in conditions.

	Per cwt. in sacks.
Sugar, Eastern—	
Extra standard granulated	4 90
Extra ground or icing	5 40
Powdered	5 20
Lumps, hard	5 85
Montreal, yellow	4 60
Sugar, B.C.—	
Yellow sugar	4 25
Bar sugar	5 05
Icing sugar	5 25
Powdered sugar	5 05
H. P. lumps	5 75
Sugar packed in barrels, 5c per cwt. more.	
Sugar, Western Ontario—	
Sacks, per 100 lbs.	4 80
Barrels, per cwt.	4 75
Halves, 50 lbs., per cwt.	4 80
Bales, 20 lbs., per cwt,	4 85
Powdered, barrels	5 10
Powdered, 50s	5 45
Powdered, 25s	5 75
Icing, barrels	5 40
Icing, 50s	5 65
Icing, 25s	5 80
Icing, pails	5 70
Cut loaf, barrels	5 50
Cut loaf, 50s	5 75
Cut loaf, 25s	6 00
Corn Syrups—	
Barrels, per 100 lbs.	4 25
Cases, 20-lb. tins, ¼ doz. in case	2 77
Cases, 10-lb. tins, ½ doz. in case	2 76
Cases, 5-lb. tins, ½ doz. in case	2 88
Cases, 2-lb. tins, 2 doz. in case	2 48
American, 2-lb. tins, 24 tins case, case	2 40
American, 5-lb. tins, 12 tins case, per case	2 76
American, 10-lb. tins, 6 tins case, per case	2 65
American, 20-lb. tins, 3 tins case, per case	2 66
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	2 85
5-lb. tins, 1 doz, to case, per case	3 20
10-lb. tins, ½ doz. to case, per case	3 00
20-lb. tins, 3 tins to case, per case	2 95

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)

	Per gal.
Molasses—	
Barbadoes	0 49
New Orleans	0 31
Maple Syrups—	**Per case.**
Imperial quarts, case 2 doz.	5 40
Imperial ½ gals., 1 doz.	5 55
New, pure, ½ gal., case	9 00
New, pure, ½ gal., quarts, case 2 doz.	9 70
New, pure, quart bottles, case 2 doz.	9 75

DRIED FRUITS.—Apricots have now arrived and are being offered at the prices quoted. There is a likelihood that these prices will be decreased somewhat as more supplies are received. Peaches are very strong, there being little or no change in prices. Prunes will go higher in sympathy with the California market. A large percentage of both growers and operators are now sold out of practically all sizes, and with this condition obtaining in California, nothing other than an advance can be looked for here.

Evaporated apples have advanced in price ¾c. The 50 lb. boxes, 1913 pack, now being quoted at 11¾c. This quality is also becoming very scarce and before new apples come in September, prices will go still higher.

The present high prices of raisins are guaranteed until August 1st by the packers. In many directions a decline is looked for after that date.

Apples, evaporated, new, per lb.		0 11¾
Apricots, choice, 25's		0 15¾
Apricots, choice, 10's		0 16¾
Apricots, standard, 25's		0 14
Currants—		
Dry clean		0 07
Washed		0 07¾
1 lb. package		0 08
2 lb. package		0 16
Vostizzas, 1 lb.		0 10¼
Dates—		
Hallowi, loose, per lb.		0 05¾
Hallowi, 1 lb. pkgs.		0 07
Fard dates, 12-lb. boxes		1 00
Peaches—		
Standard, 25-lb. boxes		0 07½
Choice, 25-lb. boxes		0 07¾
Extra choice, 25-lb. boxes		0 08¼
Prunes, in 25-lb. boxes—		
90 to 100		0 07¾
80 to 90		0 08¼
70 to 80		0 10¾
60 to 70		0 11¾
50 to 60		0 12¼
40 to 50		0 13¼
Raisins, Valencias—		
Extra select Valencias, 28's, box		2 15
Raisins, Sultanas—		
California		0 09¾
Smyrnas	0 08	0 12¼
Raisins, Muscatels—		
3 crown loose, 50s		0 08¾
3 crown, loose, 25s		0 09
Choice seeded, lb.		0 09¾
Extra fancy seeded, lb.		0 10
Raisins, Australians—		
Lexias, 56-lb. boxes		0 08½

BEANS.—The long looked for advance will take place next week. Stock on the jobbers' hands being practically exhausted. 3's will advance to about $2.30 per bushel. Canadian hand-picked $2.40 per bushel. These changes will likely hold for some little time.

Beans—		
Austrian, hand picked		2 35
3 lb. picker		2 10
Cal. Lima, per lb.		0 07
Peas—		
Pot, per sack, 98 lbs.		3 10
Pearl, per sack 98 lbs.		4 60
Split peas, sack, 98 lbs.	3 30	3 40
Whole peas, bushel		2 00

NUTS.—Market quiet. No change.

Almonds, Tarragona		0 18½
Brazils		0 14½
Filberts, Sicily		0 13¾
Peanuts, Jumbos, roasted	0 11¾	0 14
Peanuts, choice, roasted		0 10½
Peanuts, fancy, roasted		0 11½
Pecans		0 20¼
Walnuts, Grenoble		0 17
Walnuts, Marbot		0 14
Shelled—		
Almonds		0 44
Walnuts		0 41

Saskatchewan Crops and Market Situation

Regina, July 15 (Special by Wire).—Judging by present prospects, Saskatchewan will this year harvest a good average crop, the wheat yield ranging from 19 to 20 bushels to the acre. The season is yet too early for a definite estimate to be made, however, and until the grain is actually cut element of danger always remains. According to reports received from various sources, it can be taken that crop is from a week to ten days in advance of last year and that it will be fully up to the average in the West.

Reports from points in and about Regina would indicate that crops in this district are about as favorable as anywhere. The wheat is much in advance of last year, and in many instances is well headed out. The wheat fields are unusually even in this district and prospects look good.

In the south-east district of the province, where there has been a shortage of rain, and in portions of the western district yield will be possibly 17 bushels to acre. In south-west rain has fallen during past few days, but more is needed. Oats are reported as being headed out at Lajord, and the crops at Stoughton are farther advanced than they have been at this date for several years.

There has been some damage by hail at Prince Albert and Shellbrook, and

from reports received from the district immediately surrounding Kenaston it would be gathered that slight damage had been done by hail also.

The Hail Commissioner for Saskatchewan states that the storms this year are different from those last year inasmuch as the hail fell in scattered localities and the area touched was not great. A. F. Mantle, Deputy Minister of Agriculture, returning to Regina from a tour of the province, reports crop conditions not favorable in certain sections, particularly in the west and south-west, where rain is badly needed. Some farmers would be ruined if hot weather continues. In one district where rain has been scarce the wheat is reported as being headed out and turning yellow. It is not now anticipated that the wheat yield in these districts will exceed five bushels to the acre. However, these reports are exceptional and not by any means general.

General Market Condition.

Business along all lines is said by merchants to be picking up noticeably, and this fact is looked upon with general favor by all interested in the markets of Western Canada. Wholesalers report business improving during the past week, and fruit merchants are doing a rushing business in fresh fruits for canning purposes.

Eggs have declined about a cent and a half, and while eggs are coming in fairly heavy they are reported to be in very poor condition; shrinkage from rot and breakage is declared to be about ten per cent. An advance of about 15c per sack is reported in rolled oats. Jobbers are advancing the price on Sockeye salmon. Evaporated apples have gone up half a cent. The stock is practically cleaned up and higher prices will prevail around harvest time, which is fast approaching. Dairy butter is about the same and there is practically no demand for this commodity.

The sugar market is strong. The canning season is about here and this means an increased demand.

Cheese is quoted a trifle lower, and dried peaches, choice, are quoted at 8 cents straight.

Green Fruits And Vegetables.

Fruits are coming in fairly well this week. A number of small Ontario fruits are found on the market for the first time. A car of British Columbia vegetables is expected in the course of the next few days.

Peaches are on the market this week at $1.75 per case, with Washington apricots in canning quantities quoted at the same figure. Cherries are reported to be a good crop wherever they are grown, and they are coming in fairly well. Eating cherries in ten pound boxes are quoted at $2, while preserving cherries in 6 -quart boxes are placed at 90c and in 11-quart cases at $1.75. These quotations are looked upon as being fairly cheap. Raspberries will not be in in quantities until some time this week.

Plums are quoted at $2 and $2.50; California apples at $3.25; canteloupes at $5 to $5.25; watermelons at $8.50 per dozen; new potatoes at $2 per bushel, and Ontario hothouse tomatoes at $3 per 11-quart baskets. Field tomatoes from Ontario are expected to arrive this week. Oranges and lemons remain about the same.

The wholesale prices on some new vegetables run about:—New cabbage, 3½ cents; beets, 3 cents; turnips, 3 cents; onions, 5½ cents.

Produce and Provisions—		
Butter, creamery, per lb.	0 26	0 27
Butter, dairy, No. 1, 20c; No. 2	0 15	0 18
Cheese, per lb.	0 15¾	0 15⅞
Eggs, fresh, per doz.	....	0 18
Lard, 3's, per case	....	7 50
Lard, 5's per case	....	7 45
Lard, 10's, per case	....	7 40
Lard, 20's, each	....	2 45
Dried Fruits—		
Apricots, choice, Cal., 25 lb. boxes.	....	.20
Currants, gulf cleaned	....	0 08¼
Figs, natural 6's	....	0 06¾
Evaporated apples, per lb.	0 11⅞	0 12¾
Dried peaches, choice, 25s	....	0 08
Dried peaches, choice, 25s	0 09½	0 11
Prunes, 70-80, 25s	....	0 11¼
Raisins, muscats, 50s	....	0 08¾
Raisins, muscats, 25s	....	0 09
Raisins, Valencias, select, 28s	2 35	2 65
Raisins, seeded, choice	0 07½	0 09⅜
Green Fruits and Vegetables—		
Apples, American, box	....	3 25
Apples, B.C., box	....	3 00
Celery, Cal., doz.	....	1 25
Cherries, basket	1 75	2 00
Grape Fruit, Florida	....	6 80
Lemons, Messina	....	6 90
Lemons, California	....	8 50
Oranges, navel	4 00	1 50
Onions, Australian	....	5 25
Rhubarb, 40-lb. box	....	1 75
Raspberries	3 50	3 75
Tomatoes, basket	....	3 00
Potatoes, new	....	2 00
Potatoes, old	1 25	1 50
Pineapples	....	5 00
Tomatoes, Cal., case	2 39	2 65
Tomatoes, Florida	5 00	5 50
Nuts—		
Almonds, whole	0 17¼	0 18¼
Brazil	0 18	0 21
Filberts	....	0 14½
Walnuts, sbelled, 46c; in sbell	....	0 19
General—		
Beans, Ontario, per bushel	2 00	2 50
Beans, Austrian	....	2 65
Coffee, whole roasted, Rio	....	0 17
Potatoes, per bushel	....	1 50
Rolled oats, 20's	....	0 53
" " bail	....	2 36
Flour, 98's, $2.75; rolled oats, 80's	....	1 80
Rice, per cwt.	....	3 90
Sugar, standard, gran., per cwt.	....	5 27
Sugar, yellow, per cwt.	....	4 87
Canned Goods—		
Apples, gals., case, $1.61-$1.91, doz.	....	3 82
Corn, standard, per 2 dozen	....	2 21
Peas, standard, per 2 dozen	2 00	2 05
Plums, Lombard	2 10	2 21
Peaches	....	2 91
Strawberries and raspberries	....	4 20
Tomatoes, standard, per dozen	....	2 65
Salmon, Sockeye, 4 doz. case, 1s	9 60	9 85
Red springs, 1s	....	6 70
Cohoes, 1's, $5.50; bump back, 1's	....	3 60

NEW BRUNSWICK MARKETS.

By Wire.

St. John, N.B., July 16.—Dealers report steady business and general conditions satisfactory, but markets unusually quiet. Country trade is particularly good, and collections up to standard. Recent rains helped crops, but there is disappointment amongst dealers as to strawberries, which are in poor supply, and quoted 16c to 19c a box. Consequently the sales of sugar are lighter. Raw sugar on New York advanced yesterday, and it is expected it may be followed here. The refined market is firm. Molasses is easier on slow demand. Practically the only change in the market is clear. Pork, $4.25 to $5. Eggs seem scarcer. Butter firm. New vegetables are improving; new potatoes are slowly increasing.

MONTREAL.

There is a good supply of halibut arriving regularly. Haddock and cod are also in good supply and price is low. Lake trout and whitefish are plentiful, but dore are very scarce and price has advanced in consequence. Shad and mackerel are not coming in so plentifully, but prices are unchanged as yet. Fresh Gaspereaux are finished, but frozen stock may be had at 2½c each. Gaspe salmon are still arriving in good quantities, with price the same as last reported. There is a fair demand for smoked, salt and pickled fish, also for bulk and shell oysters and shellfish generally.

TORONTO.

Quiet season for fish has arrived with hot weather. Business is confined to fresh varieties, of which there is a plentiful supply in relation to the demand. Lobsters are scarce and continue at the high price.

FRESH FISH.

	Montreal	Toronto
Halibut, fancy, express, per lb.	0 11	0 10
Haddock, fancy, express, lb.	0 04	0 06
Steak cod, fancy, express, lb.	0 07	0 07
Market cod, per lb.	0 05	....
Flounders, fancy, express, lb.	0 06	0 08
Gaspe salmon, per lb.	0 13	0 17
Buck shad, fancy, express, each	0 30	....
Roe shad, fancy, express, each	0 60	0 80
Dressed bullheads, per lb.	0 12	....
Brook trout, per lb.	0 30	....
Whitefish, per lb.	0 12	0 12
Lake trout, per lb.	0 12	0 10
Bluefish, per lb.	0 12	0 12
Herrings, per 100 count	1 50	1 75
Herring	....	0 07
Dore, per lb.	0 14	0 12
Mackerel, per lb.	0 10	....
Striped bass, per lb.	0 12	0 15
Pike, per lb.	0 08	0 08
Perch, per lb.	0 05	0 07
Sea bass, lb.	0 10	0 12

SMOKED FISH.

	Montreal.	Toronto.
Haddies, per lb.	0 06	0 06
Haddies, 15-lb. and 30-lb. boxes, lb.	.07½-.08	.08-.09
Haddies, fillets, per lb.	.11	.11
Haddies, Niobe, boneless, per lb.	.10	.10
St. John bloaters, 100 in box	1.00	1.20
Yarmouth bloaters, 60 in box	1.20	1.20
Smoked herrings, medium, box	.16	.15
Smoked boneless herrings, 10-lb. box	1.00	1.15
Kippered herrings, selected, 60 in box	1.00	1.25
Kippered herrings, ordinary, 60 in box	1.10	1.20
Smoked salmon, per lb.	.22	.23
Ciscoe herrings, basket of 15 lbs.	1.75	1.80
Smoked eels	.12	.10
Smoked halibut	...	.20

FROZEN FISH—SEA FISH.

	Montreal.	Toronto.
Salmon—Gaspe, large, per lb.	....	.12
Salmon, red—steel heads, per lb.	.12-.13	.12-.13
Salmon, red—sockeyes, per lb.	.10-.11	.11
Salmon, red—Coboes or silvers, lb.	.10	.11
Salmon, pale qualla, dressed, per lb.	.07-.07½	.08½
Salmon, pale qualla, dressed, per lb.	.07-.07½	.06½-.09
Halibut, white western, large and medium, per lb.	.07½-.08	.09
Halibut, eastern chicken and medium, per lb.	.10-.11	...
Mackerel, bloater, per lb.	.07-.08	.09
Haddock, medium and large, lb.	.05½-.06	.07-.08
Market codfish, per lb.	.05-.05½	.07-.08
Steak codfish, per lb.	.06½-.07	.09
Canadian soles, per lb.	.08	...
Blue fish, per lb.	.16-.17	.15

FROZEN—LAKE AND RIVER.

White fish, large, per lb.	.10-.11	.10-.11
White fish, small tulibees, per lb.	.06½-.07	.06½
Lake trout, large and medium, lb.	.11-.12	.12
Dore, dressed or round, lb.	.09-.10	.09-.10
Pike, dressed and beadless, lb.	.06½-.07	.06
Pike, round, per lb.	.06-.06½	.07-.08

PICKLED FISH.

Salmon, Labrador, tierces 300 lb.	21 00	....
Salmon, Labrador, bbls., 200 lbs.	15 00	....
Salmon, Labrador, half bbls., 100 lbs.	8 00	....
Salmon, B.C., bbls.	15 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lb.	12 00	....
Sea trout, Labrador, bbls., 200 lb.	11 50	....
Sea trout, Labrador, half bbls., 200 lb.	6 50	....

FLOUR and CEREALS

Flour Business Continues Quiet; Small Receipts of Cornmeal Reported

Wheat Market Has Shown a Decline During Week on Better Reports From the West—Mill Feeds Holding Price—Cornmeal May go Higher and Peas are Scarce.

MONTREAL.

FLOUR.—Market continues very quiet for both winter and spring patents. While there has been no actual change in quotations, it is stated that some millers have made sales at a fraction under prices quoted. Most retailers seem to be pretty well stocked and buying has been light.

	per bbl.
Manitoba Wheat Flour—	
First patents	5 60
Second patents	5 10
Strong bakers'	4 90
Flour in cotton sacks, 10 cents per barrel more.	

	Car lots.	Small lots.
Winter Wheat Flour—		
Fancy patents	5 25	5 50
90 per cent.	4 90	5 10
Straight roller	4 70	4 90
Blended flour	4 85	5 25

CEREALS.—There has been no change in prices and business has been quiet in all lines. Receipts of rolled oats are considerably below figures of a year ago.

	Per 96-lb. sack
Cornmeal—	
Kiln dried	2 10
Softer grades	1 95
Rolled Oats—	90's in jute
Small lots	2 25
25 bags or more	2 15
Rolled oats in cotton sacks, 5 cents more.	
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.	
Rolled wheat—	100-lb. bbls.
Small lots	2 85
Hominy, per 96-lb. sack	2 50

MILL FEEDS.—Market for feed is easy, though prices are being maintained at same level. Millers express some surprise that demand has kept up so well through summer months, and reason is attributed to the long period of dry weather, which affected the grass crop to a considerable extent.

Mill Feeds—	Car lots,	per ton
Bran		23 00
Shorts		25 00
Middlings		28 00
Wheat moulee		28 00
Feed Flour		33 00
Mixed, cbop, ton		30 00
Crushed oats, ton		30 00
Barley, pot. 98 lbs.	2 75	3 00
Oat chop, ton		30 00
Barley chop, ton		30 00

TORONTO.

FLOUR.—Reports of heavy rains in sections of West where it was badly needed, together with an easy feeling in Chicago, where there have been heavy shipments received, have resulted in wheat prices falling off a cent during early part of week, and result is an even easier situation for flour. Prices are holding the same so far as general business is concerned, but there is little business doing and special arrangements can be made for heavy purchases. Quotations are out of line for export and there is little doing in that direction. Dealers are looking for lower prices for both Manitoba and Ontario flours when new crop comes in, but millers are not all of the same opinion and seem inclined to maintain present basis. Ontario wheat is nearing the harvest stage and cutting should commence next week in some localities.

	Small lots. per bbl.	Car lots. per bbl.
Manitoba Wbeat Flour—		
First patent	5 70	5 50
Second patent	5 20	5 00
Strong bakers	5 00	4 80
Flour in cotton sacks, 10c per bbl. more.		

	Small lots. per bbl.	Car lots. per bbl.
Winter Wheat Flour—		
Fancy patents	5 20	5 00
90 per cent.	4 80	4 60
Straight roller	4 70	4 50
Blended flour	5 05	4 65

CEREALS.—Prices remain generally firm, despite hot weather season. Cornmeal is in good demand, but the deliveries have been light, and such is the call that higher prices seem likely; difficulty is in getting shipments from the American grinders. White and blue peas are reported as very scarce and are particularly firm, as reports of new crop indicate a short acreage.

Barley, pearl, 98 lbs.	....	4 50
Barley, Dutch pearl, 98 lbs.	....	4 75
Buckwheat grits, 98 lbs.	4 75	5 00
Corn flour, 98 lbs.	....	2 50
Cornmeal, yellow, 98 lbs.	2 30	2 45
Graham flour, 98 lbs.	....	2 70
Hominy, granulated, 98 lbs.	2 50	2 60
Hominy, pearl, 98 lbs.	2 50	2 60
Oatmeal, standard, 98 lbs.	2 50	2 65
Oatmeal, granulated, 98 lbs.	2 50	2 65
Peas, Canadian, boiling, bush.	2 00	2 25
Peas, split, 98 lbs.	3 35	3 45
Rolled oats, 90-lb. bags	2 30	2 40
Rolled wbeat, 100-lb. bbl.	3 15	3 30
Rye flour, 98 lbs.	2 75	3 00
Wbeatlets, 98 lbs.	2 90	3 10
Whole wheat flour, 98 lbs.	....	2 50

MILL FEEDS.—Short grinds at mills and small hay crop are having effect of keeping up prices for mill feeds, and shorts are very firm for season. It begins to look as though those looking for cheaper prices in this department may be disappointed.

Mill Feeds—	Mixed cars,	per ton
Bran	23 00	25 00
Shorts	25 00	27 00
Middlings	27 00	28 00
Wheat moulee	28 00	30 00
Feed flour, per bag	1 55	1 60

WINNIPEG.

FLOUR AND CEREAL.—Demand continues steady. A change in the price of rolled oats has been struck by the manufacturers who for the past few months have been quoting this line exceedingly low. Rolled oats per 80 lbs. are now being quoted at $1.85 to $1.90.

	Per	bbl.
Manitoba Wheat Flour—		
First patents	....	5 30
Second patents	....	4 70
Strong bakers'	3 90	4 00
Cereals—		
Rolled oats, per 80 lbs.	1 85	1 90
Oatmeal, fine, standard and gran'd, 98 lbs	....	2 25

WEEKLY CONFERENCE.

(Continued from page 29.)

coffee is wanted, and also that it is a favorite in lumber and construction camps, where they do not wish to go to the trouble of making a brew.

English People Like It.

"There is another point, too," he continued, "to which I think we should give consideration, and that is calling the attention of Old Country people to the fact that we are handling extract coffee. If you will notice, the majority of those who buy it now are from the other side of the water. Much of the coffee in the old land is made from the extracts, and this may be one of the reasons that the Americans find a difference in the coffee there—for it is generally acknowledged that the Americans are the great coffee drinkers."

"Well, I think the conference has given us a very good idea," said Proprietor Lawrence. "I know that the manufacturers put out some very good advertising material which we can get, and I think it would be good business to put extract coffee to the front during the hot weather.

"There is another point that has not been brought up, and that is the value of the extract as compared with coffee. I have been informed that on the basis of 40c coffee the extract will make a third more cups for the same amount of money."

The conference broke up with everybody feeling that they had learned a few things they did not know before about extract coffee.

Mrs. Hickey, who ran a grocery store in London, Ont., was found dead in bed by her daughters recently.

A dispatch from Saskatoon, Sask., states that A. MacDonald, of Winnipeg, formerly head of the A. MacDonald Company, wholesale grocers, and now the president of MacDonald's Consolidated, purchased a large block of property in the wholesale section. Mr. MacDonald's intention is to erect a large warehouse thereon.

FRUIT & VEGETABLES

Big Supply of Seasonable Fruits; Potatoes Maintaining High Price

Between Seasons for Cherries and Prices a Little Higher—Imported Tomatoes Are Out of the Market—Oranges Are a Little Higher—Raspberries Continue About Same Price.

MONTREAL.

GREEN FRUITS. — With a fairly generous supply and good variety of fruits in the market now, business is quite active. Blueberries and raspberries are now offered and Canadian cherries are also added to the list. Strawberries are scarcer and higher and oranges have also advanced since last week. California decidious fruits are in good supply and prices are about the same as last report.

Apples—		
Ben Davis, No. 1	....	3 00
No. 1 Winesaps, box	....	3 00
Bananas, crate	2 00	2 50
Grapefruit, 54-64-80-96 size, case	4 00	5 50
Cocoanuts—		
100 to 150 size	....	4 25
Lemons, Messinas—		
Extra fancy, 300 size	....	5 50
Fancy, 300 size	4 50	4 50
Choice, 300 size, bags	....	4 00
Limes, small boxes	....	1 25
Oranges—		
California, late Valencia, 176-200-216-250	....	3 75
California, 126-150 size, box	....	3 75
California, 80 and 96 size, box	....	3 25
Pineapples—		
24 size	....	4 75
30 size	....	4 25
Canadian strawberries, per box (qts)	0 16	0 18
Raspberries, per box	0 18	0 20
Blueberries, 6-qt. boxes	....	1 00
California cantaloupes, per crate of about 45	3 50	5 75
Watermelons, each	....	0 50
Peaches, per box	1 50	2 00
Plums, per crate	1 75	2 50
Apricots, per crate	....	2 00
Cherries, California, box	....	3 00
Pears, California, half box	....	2 75
Pears, Cal., box	....	3 75
Canadian cherries, per basket	....	1 00

VEGETABLES.—There has been some further readjustment of prices, mainly in the downward direction, in consequence of a better supply of native vegetables arriving all the time. Asparagus is scarcer and consequently higher. Texas onions, shalottes and old parsnips are now off the list. Tomatoes, both Mississippi and Jersey, are cheaper. Old potatoes are very scarce and high, while eastern shore new potatoes are about the same as last report.

Asparagus, small bunches, baskets	1 50	1 75
Beans, wax, basket, Canadian	....	1 50
Beans, green, basket, Canadian	....	1 50
Beans, native, bushel, 17-20 lbs	1 50	1 75
New beets, doz.	....	0 75
Cabbage, per dozen	....	1 00
Cabbage, new, per crate	2 00	2 25
Carrots, new, doz.	0 40	0 50
Cauliflower, native, doz.	1 50	3 00
Wash. celery, per doz.	1 50	1 75
Cucumbers, baskets	1 75	2 00
Egg plant, per dozen	2 50	3 00
Lettuce, head, per doz.	....	0 50
Curly lettuce, per box, 3 to 4 doz.	....	0 50
Mushrooms, basket, 4 lbs.	....	2 50
Onions—		
Spanish, per case	5 00	5 25
New Egyptian, per lb.	0 05½	0 06
Native, per doz. bunches	0 30	0 40
Parsnips, new, per doz. bunches	....	3 00
Parsley, Canadian, per doz. bunches	0 50	0 60
Peas, native, bushel, 17-20 lbs	1 00	1 25
Peppers, green, 3½ qt. basket	....	0 75
Potatoes—		
New potatoes, Virginia, barrel	....	5 25
Green Mountains, $2; Quebec	1 50	1 75
Potatoes, new, sweet, Jersey, hpr.	....	2 50
Radishes, per doz. bunches	0 10	0 25
Rhubarb, dozen	0 15	0 25
Spinach, Montreal, in boxes	....	0 50
Sour grass, per box	1 00	1 25
Turnips, Quebec, bag	....	1 50
Turnips, Canadian, bag	....	1 00
Tomatoes, Mississippi (4-bkt. crate)	....	1 00
Tomatoes, Jersey, bushel crates	2 00	2 25

TORONTO.

GREEN FRUITS.—The fruit season is now at its height, and with the hot weather there has been a good demand. Prices are changing almost daily, with the general price tendency downward. Raspberries are coming more freely, but the price continues high. Cherries are just between seasons for the early and late varieties and receipts have not been so heavy. Gooseberries are cheaper, and some new varieties of apples are being received. Oranges are up 25c the box, but lemons are coming cheaper by 50c. Peaches and plums are down in price and coming in much greater variety, while pears are now offered.

Apricots	1 75	2 00
Apples—		
American, box	....	2 00
Fine, hand-picked, bush.	....	1 60
Bananas, per bunch	1 50	2 00
Blueberries	....	1 50
Cantaloupes, crates	4 25	4 50
Cocoanuts, sack	....	3 75
Cherries, cooking, basket	0 60	0 65
Cherries, eating, basket	1 00	1 25
Cherries, case	2 25	2 50
Grapefruit, Florida, case	4 00	4 50
Oranges—		
California late Valencias	....	3 50
Oranges, M. sweets	....	3 00
Lemons, Verdilla	4 50	5 00
Limes, per 100	....	1 25
Pineapples, Cuba, case	3 50	3 75
Plums, box	1 50	2 00
Pears, California, box	....	4 00
Peaches, crate	1 75	1 85
Peaches, Georgia, 6 bas. crate	....	2 75
Gooseberries, medium fruit, basket	....	0 50
Gooseberries, large fruit, basket	....	0 75
Raspberries, box	0 14	0 15

VEGETABLES.—Potatoes continue a feature of the market on account of their high price. New Brunswick varieties are commanding 2.15 a bag for tail-end of supply, and new growth are a little easier on better reports with regard to American crop, although the prices are still much above what they usually are at this season. New Canadian potatoes are yet only in the fancy trade. Tomatoes are holding same price, but no more imports are being received; prospects still appear to be for a good yield.

Beets, Canadian, new, doz. bunches	....	0 20
Beans, Canadian, basket	0 40	0 60
Cabbage, Canadian, crates	....	2 50
Cabbage, Canadian, bush.	....	1 00
Carrots, Florida, bamper	....	1 50
Carrots, Canadian, new, doz. bunches	....	0 35
Cauliflower, crate	....	1 50
Cucumbers, Florida, hamper	....	2 00
Cucumbers, Canadian hothouse, bkt.	....	1 25
Celery, doz.	....	1 35
Lettuce, doz.	0 25	0 50
Mushrooms, per lb.	0 60	0 75
Onions—		
Egyptian, bag	5 50	6 25
Green, doz.	0 10	0 15
Green, long, box	....	1 50
Green peppers, basket	....	1 00
Potatoes, New Brunswick, per bag	....	2 15
Potatoes, new, bbl.	....	5 25
Peas, Canadian, basket	....	0 75
Parsley, basket	....	0 65
Rhubarh, per dozen	....	0 30
Spinach, Canadian, bush	0 40	0 50
Tomatoes, hothouse, basket	....	1 75
Tomatoes, Canadian, basket	....	1 25
Radishes, Can., per doz.	....	0 25
Watermelons	0 40	0 60

WINNIPEG.

FRUITS.—The excessive hot weather of the last week has stimulated the demand for various lines. Stocks of lemons, which were none too heavy before, have been depleted. There has also been a good call for oranges. Melons, too, are moving freely as are also cherries. No price changes are noted.

Apples—		
Wine saps, Spitz, ex. fancy, box	....	3 00
Fresh Cal.	....	2 00
Bananas, lb.	....	0 04
Cherries, Wash.	1 50	2 00
Grapefruit, 54-64-80 size, case	5 00	5 50
Lemons—		
California	....	7 00
Messina	....	6 00
Melons, per dozen	....	6 00
Oranges—		
California Valencias	....	4 00
Pineapples, Florida, crate	4 50	5 00
Peaches, fresh, Cal.	....	1 50
Plums, fresh, Cal.	1 50	2 00
Raspberries, per crate	....	2 50

VEGETABLES.—Potatoes are still scarce, and will continue so until the local crop arrives. The demand for various lines of green vegetables is heavy.

Asparagus, doz.	....	1 25
Beets, new, bag	....	3 50
Cabbage, Mississippi, crate	....	3 00
Carrots, new, bag	....	3 50
Florida celery, crate	....	5 00
Cucumbers, extra fancy, hothouse, doz.	....	1 25
Green peas, lb.	....	0 12½
Green pepper, crate	....	5 00
Head lettuce, Minnesota, hampers	....	3 50
Head lettuce, Cal., crate	....	4 50
Leaf lettuce, doz.	....	0 25
Onions—		
Cal., bag	....	5 00
Parsley, per doz. bunches	....	0 60
New potatoes, per bbl.	....	6 00
Potatoes, old, Southern, busb	....	1 40
Radishes, doz.	....	0 25
Tomatoes, Florida, per crate, 6 bkts	....	4 50
Turnips, new, bag	....	3 50
Shallots, per doz.	....	0 60

PANAMA CANAL MODEL.

A working model of the Panama Canal is on exhibition at the Regina Trading Company, Regina, Sask. It is 36 feet long and 6 feet wide, and is geographically correct in every detail. It has real water, and is operated by electricity. Great crowds have been attracted to this store to see this interesting educational treat.

Coborn & Patterson, grocers, of Maitland street, London, Ont., are having a fine addition built to the east side of their store, which they intend to use for their meats, and turn the present butcher's shop into an addition to their grocery store.

PRODUCE & PROVISIONS

A Wider Spread in Prices for Eggs; Butter and Cheese Dear for Export

Dealers Report That Butter Will Have to Come Down a Couple of Cents to Encourage Export Business; Packers Have Dropped Out—Strictly Fresh Eggs Dearer—Big Change in Poultry.

MONTREAL.

PROVISIONS. — Provision market continues quiet and there is an easy trend to prices. There has been a fair demand for smoked meats, for the season of the year, and sales of lard have been quite active. Prices are unchanged from last report.

		Per lb.
Hams—		
Medium, per lb.	0 18	0 19
Large, per lb.	0 17½	0 18
Backs—		
Plain, bone in	....	0 22
Light, per lb.	....	0 19
Boneless	....	0 25
Peameal	....	0 26
Bacon—		
Breakfast, per lb.	0 17	0 18
Roll	....	0 17
Shoulders, bone in	....	0 15
Shoulders, boneless	....	0 16½
Cooked Meats—		
Hams, boiled, per lb.	....	0 27
Hams, roast, per lb.	0 26	0 27
Shoulders, boiled	....	0 26
Shoulders, roasted	....	0 27
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	....	0 15½
Long clear bacon, 80-100 lbs.	....	0 14½
Flanks, bone in, not smoked	....	0 15½
Barrelled Pork—	Per bbl.	
Heavy short cut mess	....	27 50
Heavy short cut clear	....	27 50
Clear fat pork	....	27 00
Clear pork	....	26 50
Lard, Pure—	Per lb.	
Tierces, 375 lbs. net	....	0 12
Tubs, 50 lbs. net	....	0 12¼
Boxes, 50 lbs., net	....	0 12¼
Pails, wood, 20 lbs. net	....	0 12½
Pails, tin, 20 lbs. gross	....	0 12
Cases, 10-lb. tins, 60 in case	....	0 12¾
Cases, 3 and 5-lb. tins, 60 in case	....	0 13
Bricks, 1 lb. each	....	0 13¼
Lard, Compound—		
Tierces, 375 lbs., net	....	0 10¼
Tubs, 50 lbs., net	....	0 10½
Boxes, 50 lbs., net	....	0 10½
Pails, wood, 20 lbs., net	....	0 10¾
Pails, tin, 20 lbs., gross	....	0 10¾
Cases, 10-lb. tins, 60 in case	....	0 11½
Cases, 3 and 5-lb. tins, 60 in case	....	0 11½
Bricks, 1 lb. each	....	0 12
Hogs—	Per cwt.	
Dressed, abattoir killed	12 75	13 00

BUTTER.—The butter question seems to be as difficult of solution as ever, in respect to the future, and as to the present it is very unsatisfactory. At St. Hyacinthe, Saturday sales were made at 22 cents, while at Cowansville board 23¼ was paid. The only apparent reason for this big difference in price is that there were a larger number of buyers at the Cowansville sale. Locally price has not been changed. There appears to be very little export business being done. One carload of finest creamery is reported to have been sold last week for Vancouver account at 23¾ f.o.b. Montreal, while offers of 23½c have been refused.

Butter—		
Finest creamery, new milk	0 25½	0 26
Dairy butter	0 20	0 22

CHEESE.—Prices have fluctuated somewhat lately, but there has been no actual change in quotations as far as retailers are concerned. There is a fair demand locally, but apparently there is little doing in an export way as yet.

Cheese—		
New make	0 14½	0 15
Old specials, per lb.	0 15	0 16
Stilton	....	0 17

EGGS.—Market for eggs is easy and the supply is sufficient to meet all demands. The volume of business is considered satisfactory and there is little of interest in the situation at present.

Eggs, case lots—	Per dozen.	
New laids	....	0 27
Selects	....	0 25
No. 1s	....	0 23
Splits	0 20	0 21

POULTRY.—Market is without any special features and receipts are ample to fill all requirements. There is a good demand right along, especially from the ocean steamers and summer hotels, and prices are being maintained.

POULTRY.		
Fresh stock—	Live.	Dressed.
Broilers, per lb.	....	—0 23
Ducks, milk fed	0 16—0 18	0 18—0 19
Fowl	0 15—0 17	0 16—0 18
Geese	....	0 15—0 16
Turkeys, spring	....	—0 23
Turkeys, old Tom	....	0 14—0 16
Milk fed chickens, lb.	....	—0 25
Milk fed broilers, lb.	....	—0 25

HONEY.—There is no change in this market and business is about as usual at this time of year.

	White Clover per lb.	Buckwheat per lb.
Honey—		
Barrels	0 11½	0 08½
Tins, 60 lbs.	0 12	0 09
Tins, 30 lbs.	0 12½	0 10
Tins, 5 and 10 lbs.	0 12½	0 10
Comb, 13-14 oz. section	0 20	0 15—0 16

TORONTO.

PROVISIONS—Business in provisions is generally reported to be fair, although the volume is not so great as a year ago. Collections are also fair, all things being considered. Prices remain steady, with the exception of compound lard, which is getting firmer in contrast with low prices and easy conditions for the pure.

Hams—		
Light, per lb.	0 17½	0 18
Medium, per lb.	0 17	0 17½
Large, per lb.	0 15	0 16
Backs—		
Backs, per lb.	0 22	0 23
Boneless, per lb.	0 23	0 25
Pea meal, per lb.	0 23	0 24
Bacon—		
Breakfast, per lb.	0 17	0 18
Roll, per lb.	0 15	0 16
Shoulders, per lb.	0 14	0 14¾
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 14½	0 15
Cooked Meats—		
Hams, boiled, per lb.	0 26	0 27
Hams, roast, per lb.	....	0 26
Shoulders, boiled, per lb.	0 22	0 23
Shoulders, roast, per lb.	0 22	0 23
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	27 50	28 00

Lard, Pure—		
Tierces, 400 lbs., per lb.	0 11½	0 12
Tubs, 60 lbs.	0 11¾	0 12½
Pails, 20 lbs., per lb.	0 12	0 12¾
Tins, 3 and 5 lbs., per lb.	0 12½	0 13½
Bricks, 1 lb., per lb.	0 13¼	0 14½
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09¾	0 10¼
Tubs, 50 lbs., per lb.	0 10	0 10½
Pails, 20 lbs., per lb.	0 10¼	0 11
Hogs—		
F.O.B., live, per cwt.	....	8 50
Live, fed and watered, per cwt.	8 65	8 90
Dressed, per cwt.	11 75	12 25

BUTTER.—With the packers out of the market there is an easier demand for butter, but as yet there has been no falling off in price. Dealers claim that price is a couple of cents out of range for the export business and that prices will come lower if supply keeps coming freely. One transaction is reported where a hundred cases of solids for storage went at four cents below the price quoted a year ago, while the market generally is a couple of cents under last year's range.

Butter—		
Creamery prints, fresh made	0 25	0 26
Separator prints	0 22	0 23
Dairy prints, choice	0 20	0 21
Dairy, solids	0 19	0 20

EGGS.—With extremely hot weather there has been a greater range in quality of eggs being marketed, and the insistent demand for guaranteed quality in certain quarters has led to an even greater spread in range of prices. For strictly fresh, price has advanced a cent, while for trades and splits there is a falling off of one to two cents a dozen.

Eggs, case lots—	Per dozen.	
Strictly new laid, in cartons	0 27	0 28
Selects	0 25	0 26
Straights	0 23	0 24
Trade eggs	0 20	0 21
Splits	0 18	0 19

HONEY.—Market continues easy, with no change in prices. There is some interest in prospects for clover honey crop.

Honey—		
Clover, bbls., per lb.	0 08	0 08½
60 30-lb. tins, per lb.	0 08½	0 09½
10, 5-lb. tins, per lb.	0 09½	0 10
Buckwheat, bbls.	0 06½	0 07
Buckwheat, tins	0 07	0 07½
Comb	1 75	2 00

CHEESE.—Old cheese is pretty well out of the market, and the prices for both old and new are firm; too firm, it is claimed, to encourage export trade, and lower quotations are looked for in some quarters.

Cheese—		
Old, large	0 16½	0 17
Old, twins	0 16¼	0 16½
New, large	0 13¾	0 14¼
New, twins	0 14	0 14½

POULTRY.—Considerable fresh stock is coming in, but the shipments are spasmodic and there is likely to be as big a range as ten cents a pound for young chickens between the first and latter parts of the week. Prices given are on an average basis.

Fresh Stock—	Live.	Dressed.
Fowl	0 13	0 14
Spring chicken, lb.	0 22	0 25
Turkeys, young	0 15	0 18
Turkeys, old Tom	0 13	0 15
Ducklings	0 13	0 15

WINNIPEG.

PROVISIONS.—In cured meats there has not been any change. Lard is still

a little weak and the decline here is more than likely. For the present, however, no lower quotations can be given.

Cured Meats—		
Hams, per lb.	....	0 21
Shoulders, per lb.	....	0 13
Bacon, per lb.	....	0 26
Long clear, D.S., per lb.	....	0 14
Mess pork, bbl.	....	28 00
Lard—		
Tierces, per lb.	....	0 11½
50 lb. tubs	....	6 00
20 lb. pails	....	2 48
3 lb. tins, cases	....	7 65
5 lb. tins, cases	....	7 57½

BUTTER.—Prices are the same as last week. The supply, however, is not very great at present.

Creamery, Manitoba	....	0 27
Dairy	0 19	0 24
Cooking	0 12	0 16

EGGS.—The excessive heat makes losses here almost heavier than in the past couple of weeks. Indications are, therefore, that a higher price will have to be struck to the trade. This may be expected almost any time.

Eggs—		
Extra first	....	0 24
Checks	....	0 17
Extras, in cartons	....	0 27

HOW TO KEEP MAIL ORDERS AT HOME.

(Continued from page 33.)

Draw a Circle Around You.

In order to determine your field of sale, draw an imaginary circle around your store, reaching out as far as you can hope to influence customers. This gives you your field of sale. Then get the name of every possible customer in the circle to whom you want to sell. You undoubtedly know every one of them or they know you. Your influence in the community means something or you would not be a merchant. As you compile this list you may be reasonably sure that mail order houses are flooding the same homes with printed matter and letters, trying to make sales. These houses are calling the attention of your customers and possible customers to the same kind of goods that you have in your store. They are talking to them alluringly about each article, giving minute descriptions. All of this is going on while the average merchant is sitting in his store, hoping that the people will drop in and ask to be shown something.

Tell Them You Have the Goods.

Don't wait. Take your list of names, write each one a personal letter, specializing on some one seasonable article in your store, telling them in a convincing way that you have something important you want to say to them about this particular article the first time they are in your vicinity. They will come then, and see the article you want to sell. Make a lot of intelligent suggestions about other articles that the customer could use to advantage. Describe each one of these lines in detail, bringing out strong points about quality and serviceability. You can do this better in personal conversation, with the goods before you to demonstrate, than any writer for any mail order house can possibly do. Fight the mail order house with its own weapons. That is what you will be doing when you demonstrate your merchandise correctly. You will be beating them at their own game. They have no such opportunity as you for personal contact.

Make it a rule to get a sales letter, or some kind of descriptive printed matter into the hands of every possible customer at least twelve times a year—once a month. Keep this system up. It will run a mail order house from your community. The cost is not great, either.

Call attention of the women to the little specialties that will appeal to them. Strive to sell to every family all of its requirements. Don't let your customers split their business with the mail order house or with your competitor. Write the advertising just as you would talk to a customer. Imagine that you are talking, and you will have a good advertisement. Conduct your advertising so that no one who resides in your vicinity will ever say, "Why, I did not know you had that article!"

Adopt the same principles that the big stores do. Have special days, Saturdays or Mondays, or the time that suits best in your particular community, to conduct special sales. Don't give anything away in such a sale, but specialize on some article that everybody wants. You will get the people in the habit of coming into your store. Other goods will be sold besides the one article advertised. If your clerks are trained as suggested, the sales will jump like weeds in a cornfield on a wet day.

EQUIPMENT FOR THE NEW PROVISION DEPARTMENT.

(Continued from page 35.)

glass, giving two air chambers, and it is the gradual changing of the temperature between the inner and outer surfaces which prevents the glass from "steaming."

Recently a refrigerator was seen which was being refitted after being in use for thirty years and after the work had been completed it was practically as good as new.

Modern business methods demand that considerable attention must be given to the matter of a scale. There was the old idea of getting equipment and then in the end there would be a scale because the law required it. It is to be wondered if these people gave full consideration to the fact that the whole business depended on selling and that every pound of meat handled has to be weighed.

Little consideration should be given in the handling of meats to anything but the computing scale. When a pound of ham, bacon or sausage is asked for the dealer cannot guess to a fraction of an ounce. If he starts "fiddling" with the scale to get a balance he wastes time; if the balance goes on the short side he is likely to lose a customer or if it goes the other way he will lose that profit which makes his returns. On the other hand, if he has a computing scale on which the weight is shown to the customer he can mention such and such a weight and from his dial give the price which the customer will usually be willing to pay. In this phase of the transaction the whole question of profit or loss is likely to be involved.

Regarded at first as a new fangled complication, the computing scale is generally recognized as the modern weighing machine for the retail business. There are several good makes and there is no trouble getting the information about the good points of each.

The chart which is recommended for the retail provision trade is one covering twenty-four pounds with a range from five to fifty cents a pound. The price range referred to covers every cent from five to thirty with 12½ and 17½ in addition, while above 35c the jumps are 5c each until the maximum is reached.

The slicer for the provision department is getting to be considered in the class of necessary equipment where there is any considerable volume of business or possibilities of working it up. Cutting hams and bacon by hand is not only unsatisfactory unless exceedingly well done, but requires considerable valuable time. The slicer does the work, not only much quicker, but there is that uniformity about the cut which gives satisfaction and the scale of the slice can be changed on a moment's notice to suit the individual taste or requirements of the customer.

Where it is desired to keep the provision business separate from the grocery in relation to turnover and in the profits —and this is, of course, very advisable if the grocer is to know where he is at in his meat business—the department should have a cash register. This not only permits of the business being recorded on its own footing but it saves time in going to the other cash register and allows the customer the satisfaction of seeing the sale properly recorded.

FOR SALE

FOR SALE—THE STOCK AND FIXTURES of the largest and best equipped grocery and butcher business combined, on the best business corner in the progressive town of North Bay, Ont. Population about 14,000. This store did a cash business last year of over $90,000.00. Long lease. Good reasons for selling. Apply to Box 85, North Bay, Ont. (tf)

SALESMAN WANTED

ENERGETIC SALESMAN, AGE ABOUT 40, wanted. Must have grocery connection between Montreal and Quebec. White Swan Spices & Cereals, Pearl St., Toronto, Ont. tf

We are sending buyers

Our extensive advertising campaign in newspapers, street-car posters, etc., is sending hundreds of buyers to grocers for

L'Etoile (Star) *and* Hirondelle (Swallow)

Brands of

Macaroni

(*Made in Canada*)

Macaroni supplies a larger percentage of nutrition than beef. As a healthful, easily-digested summer food it is unsurpassed. By selling *L'Etoile* and *Hirondelle* Brands you not only help customers reduce the high cost of living but you make the larger profit. There is no import duty to share your profits with on these "Canadian made" brands.

Get a stock to-day and let us send you some buyers

C. H. Catelli, Limited
Montreal

AGENTS:

C. C. Mann - - - - Toronto
J. Hunter White - - - St. John, N B.
Tees & Persse, Limited - - Winnipeg

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

COOK'S FRIEND BAKING POWDER.

In Cartons—	
No. 1 (25c size), 4 doz.	$ 2 25
No. 1 (25c size), 2 doz.	2 25
No. 2 (10c size), 6 doz.	0 80
No. 2 (10c size), 3 doz.	0 80
No. 3 (5c size), 4 doz.	0 45
In Tin Boxes—	
No. 13, 1-lb., 2 doz.	3 00
No. 14, 8-oz., 3 doz.	1 75
No. 15, 4-oz., 4 doz.	1 10
No. 16, 2½ lbs.	7 25
No. 17, 5 lbs.	14 00

ROYAL BAKING POWDER.

Sizes	Per doz.
Royal—Dime	$ 0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—when packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5c tin, 40c per doz.; 4-oz. tin, 65c per doz.; 6-oz. tin, 90c per doz.; 8-oz. tin, $1.20 per doz.; 12-oz. tin, $1.60 per doz.; 16-oz. tin, $2.25 per doz.; 3-lb. tin, $5 per doz.; 5-lb. tin, $9.50 per doz.

FOREST CITY BAKING POWDER.

6-oz. tins	$ 0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$ 0 17
In 10-lb. lots or case	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

100 books and over, each	0 03½
500 books to 1,000 books.	0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, $3.00.
The King's Food, 2 doz. in case, per case, $4.80.
White Swan Barley Crisps, per doz., $1.
White Swan Self-rising Buckwheat Flour, per doz, $1.
White Swan Self-rising Pancake Flour, per doz., $1.
White Swan Wheat Kernels, per doz., $1.50.
White Swan Flaked Rice, $1.
White Swan Flaked Peas, per doz., $1.

DOMINION CANNERS.

Aylmer Jams.	Per doz.
Strawberry, 1912 pack	$2 15
Raspberry, red heavy syrup	2 15
Black Currant	2 00
Red Currant	1 85
Peach, white, heavy syrup	1 50
Pear, Bart., heavy syrup	1 77½

Jellies.

Red Currant	2 00
Black Currant	2 20
Crabapple	1 65
Raspberry and red currant	2 00
Raspberry and gooseberry	2 00
Plum jam	1 55
Green Gage plum, stoneless	1 55
Gooseberry	1 85
Grape	1 65

Marmalade.

Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	2 00
Ginger	2 20

Pure Preserves—Bulk.

	5 lbs.	7 lbs.
Strawberry	0 69	0 95
Black currant	0 69	0 95
Raspberry	0 69	0 95

14's and 30's per lb.

Freight alowed up to 25c per 100 lbs.

Strawberry	0 69	0 95
Black currant		0 13
Raspberry		0 13

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb	0 35
Soluble, bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

TO RENT

IN OUR

New Edmonton Warehouse

3 FLOORS 50 x 130

Building—Solid Mill Construction

Insurance—Very Low **Trackage** Facilities

WILL LEASE FOR A TERM OF YEARS—OR RENT BY THE MONTH.

For Particulars Write

NICHOLSON & BAIN

Wholesale Commission Merchants and Brokers

Head Office, WINNIPEG, MAN.

Branches, Regina, Calgary, Edmonton, Saskatoon, Vancouver

A tip on the side, Mr. Grocer

Did it ever occur to you that you can make more money selling Malcolm's lines of Condensed Milk and Condensed Coffee than any other line on the market? Malcolm's lines of Milk and Coffee are making new and satisfied customers every day. For quality and deliciousness they are unsurpassed. Our Condensed Coffee, with milk and sugar added ready for use, is a seller from the start. No other brand can equal it for flavor.

PRICES:

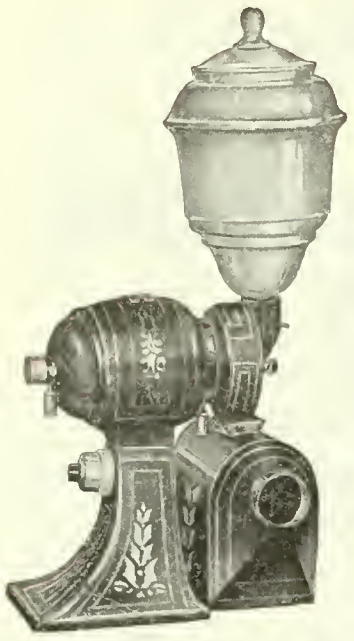
St. George Brand Coffee, 2 doz. in case	**$4.80**
St. George Evaporated Milk, 4 doz. in case	**3.60**
Banner Condensed Milk, 4 doz. in case	**5.25**
Princess Condensed Milk, 4 doz. in case	**4.50**
Premier Machine Skimmed, 4 doz. in case	**3.80**

Order them from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax. We will prepay freight up to 50c. per 100 lbs.

Malcolm's Condensing Co.

St. George, Ontario

Electric Cut Your Coffee



With an Electric Cutting Machine designed with Machine Steel Burrs tempered in Oil, which produces evenness in Grind, thus improving the Cup quality of the Coffee. Has also a Fan connected with the Rotating Burr, which keeps the Grind Head clean, so there is no danger in mixing Grades.

There is also a Numbered Setting Device arranged so that you can give your customers their Coffee as they like it. Sold on Monthly Payments and Positively GUARANTEED. Live agents wanted at principal points in Canada.

J. H. Galloway

11 Market Street

HAMILTON, ONT.

H-E-I-N-Z H-E-I-N-Z

Your Good Will

and co-operation are all we ask, because it is no *work* for you to sell *Heinz 57 Varieties.* We keep the consumer interested by steady national advertising, we please your customers by maintaining quality and purity, and, our Grocers' Service Department goes still further.

It is to help you get more business.

Ask our salesman about it or write to us for full particulars.

H. J. HEINZ COMPANY

PURE FOOD PRODUCTS

PITTSBURGH, U. S. A.

H-E-I-N-Z H-E-I-N-Z

Unsweetened Chocolate.

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate— Per lb.	
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb. boxes	0 20
Diamond, 6's and 7's, 6 and 12-lb. boxes.	0 25
Diamond, ¼'s, 6 and 12-lb. boxes	0 26
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½ lb. packages, 2 doz. in box, per doz.	0 90
Chocolate Confections Per lb.	
Maple buds, 5-lb. boxes	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes. lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 4 bars per box	0 85

EPP'S.

Agents—F. E. Robson & Co., Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ¼, ½, and 1-lb. tins, 14-lb. boxes, per lb.	0 35
10c tins, 3 doz. in box, doz.	0 90

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N. B.; J. A. Taylor, Montreal; P. Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Nut milk breakfast cocoa, ¼'s and ½'s	0 36
Nut milk, No. 1 chocolate.	0 30
Nut milk Navy chocolate, ½'s	0 26
Nut milk Vanilla sticks, per gr.	1 00
Nut milk Diamond chocolate, ½'s	0 24
Nut milk plain choice chocolate liquors	20 30
Nut milk sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1, chocolate, ¼ and ½-lb. cakes, 34c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins., 39c. lb.; German's sweet chocolate, ⅛ and ¼-lb. cakes, 6-lb. boxes, 24c lb.; Caracas sweet chocolate, ½ and ¼-lb. cakes, 6-lb. boxes, 32c lb.; Cinquleme sweet chocolate, 1-5-lb. cakes, 6-lb. boxes, 21c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked cocoa, ½-lb. pkgs., 6-lb. bags, 31c lb. Caracas tablets, 5c cartons, 40 cartons to box, $1.25 per box; Caracas tablets, 5c cartons, 20 tons to box, 65c.

The above quotations are f. o.b. Montreal.

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved— Per case.	
Eagle Brand, each 4 doz.	$ 6 00
Reindeer Brand, each 4 doz.	6 00
Silver Cow Brand, each 4 doz.	5 40
Gold Seal Brand, each 4 doz.	5 25
Mayflower Brand, each 4 doz.	5 25
Purity Brand, each 4 doz.	5 25
Challenge Brand, each 4 doz.	4.50
Clover Brand, each 4 doz.	4 50
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each, 4 doz.	4 50
Peerless Brand, tall, each 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each 2 doz.	4 25
St. Charles Brand, gallons, each ½ doz.	4 75
"Reindeer" Coffee and Milk, "large," each 2 doz.	4 80
"Reindeer" Coffee and, Milk, "small," each 4 doz.	5 50
"Regal" Coffee and Milk, each 2 doz.	4 50
"Reindeer" Cocoa and Milk, each 2 doz.	4 80

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN BLEND.

1-lb. decorated tins, lb.	0 35
Mo-Ja, ½-lb. tins, lb.	0 32
Mo-Ja, 1-lb. tins, lb.	0 30
Mo-Ja, 2-lb. tins, lb.	0 30

Presentation (with tumblers) 28c per lb.

MINTO BROS.

MELAGAMA BLEND.

Ground or bean—	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 38

Packed in 30's and 50-lb. case. Terms—Net 30 days prepaid.

FLAVORING EXTRACTS.

SHIRRIFF'S.

Quintessential.

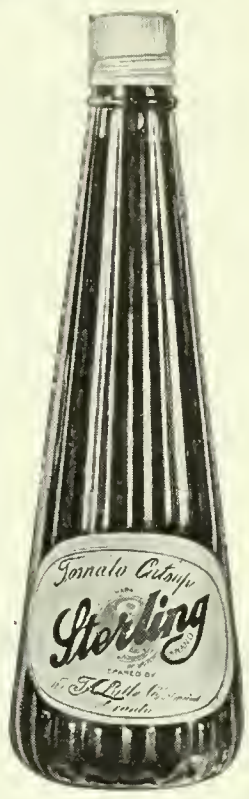
1 oz. (all flavors), doz.	1 05
2 oz. (all flavors), doz.	2 00
2½ oz. (all flavors), doz.	2 30
4 oz. (all flavors), doz.	3 50
5 oz. (all flavors), doz.	4 50
8 oz. (all flavors), doz.	6 50
16 oz. (all flavors), doz.	12 00
32 oz. (all flavors), doz.	22 00

Discount on application.

CRESCENT MFG. CO.

Mapeleine— Per doz.	
2-oz. bottles (retail at 50c)	4 50
4-oz. bottles (retail at 90c)	6 80
8-oz. bottle (retail at $1.50)	12 50
16-oz. bottles (retail at $3)	24.00
Gal. bottles (retail at $30)	15 00

Sterling Catsup is made to suit the epicure



Every day the Sterling Catsup territory is extending; every day the sale is growing, and all because it is **just what the people want**—it suits the cultivated taste because of its superior, truly delicious flavor, and has the volume of sale because this flavor meets the popular demand.

The freshness and deliciousness of the fresh-picked tomato is not killed by the over-use of cheap spices. The scientific blending of good spices, fresh picked tomatoes, and good vinegar give Sterling its ready sale and constant call.

Sell at a popular price and a good profit.

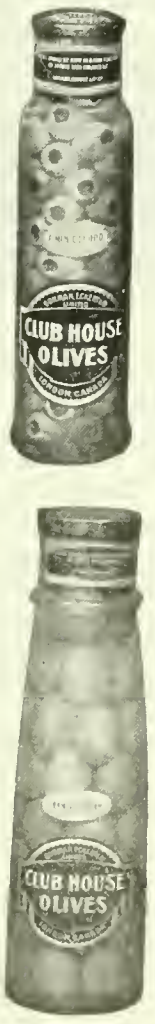
Order from your wholesaler.

The T. A. Lytle Co., Limited

"CANADA'S LARGEST PICKLE INDUSTRY"

Sterling Road, Toronto

"Club House" Olives



recommend themselves

by their perfection of color, size and taste.

Our guarantee of quality behind each bottle.

The profit is good.

Need we say more

Order from your wholesaler

Gorman, Eckert & Co.

Limited

London, Ontario

Western Selling Agents

MASON & HICKEY, WINNIPEG

Cooked Hams

This is the Season for Cooked Meats. Are you cultivating this trade on your provision counter? You will find it both profitable and attractive. Let us send you particulars.

F. W. FEARMAN CO., Limited

Hamilton, Ont.

KING OSCAR
BRAND
SARDINES

The new pack of KING OSCAR sardines commences in July. In view of the increasing demand and the continued decreasing supply of fish we strongly advise the trade to place their orders NOW for shipment ex the new pack. Consult your jobber!

Canadian Agents:

John W. Bickle & Greening
(J. A. Henderson)
Hamilton, - - - Canada

Cantaloupes
Tomatoes
New Potatoes
Cherries
Gooseberries
Strawberries

Everything in imported and local

Fruits and Vegetables

WHITE & CO., Limited, Toronto
Branch at Hamilton

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD

Tierces	0 [illegible]¼
Tubs, 60 lbs.	0 [illegible]
Palls, 20 lbs.	0 [illegible]¼
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case..	0 11¼
Cases, 5 lbs., 12 to case ..	0 11½
Cases, 10 lbs., 6 to case ..	0 11

F. O. B. Montreal.

MARMALADE.

SHIRRIFF BRAND.
"SHREDDED."

1 lb. glass (2 doz. case)	$1 90	$1 80
2 lb. glass (1 doz. case)	3 20	3 30
4 lb. tin (1 doz. case) .	5 50	5 25
7 lb. tin (½ doz. case)	8 60	8 25

"IMPERIAL SCOTCH."

1 lb. glass (2 doz. case)	$1 60	$1 55
2lb. glass (1 doz. case)	2 80	2 70
4 lb. tin (1 doz. case)	4 80	4 65
7 lb. tin (½ doz. case)	7 75	7 50

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins.
D. S. F., ¼-lb.	$1 40
D. S. F., ½-lb.	2 50
D. S. F., 1-lb.	5 00
F. D., ¼-lb.	0 85
F. D., ½-lb.	1 45
	Per jar.
Durham, 4-lb. jar	0 75
Durham, 1-lb. jar	0 25

VERMICELLI AND MACARONI

C. H. CATELLI CO., LIMITED.

Hirondelle Brand.
Prices for Quebec.

	1 lb. pkgs.	Loose.
Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Animals, Stars, Alphabets, Small Paste Assorted, 30 lbs., cases....	7	6½
Egg noodles, case 10 lbs., loose; cases 60 pkgs., ½ lb. each	7½	7

Marguerite Brand.

Same assortment as above	6½	6

Catelli Brand.

Vermicelli, Macaroni, Spaghetti, 30 lbs. (loose)	5½
30 lb. cases, 1 lb. pkgs.	5½

Terms, Net 30 days.

Ontario.

L' ETOILE (STAR) BRAND.

Freight Prepaid.

1 lb. pkg., 25 cases or more	.07½
1 lb. pkg., less than 25 case lots	07½
5 lb. box, loose, per lb...	.05½
10 lb. box, loose, per lb. ..	.05½
21 lb., loose, long, per box	1.50

Terms net 30 days.

JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz 1 80

Straight.

Lemon, contains 2 doz. ...	1 80
Orange contains 2 doz.	1 80
Strawberry, contains 2 doz.	1 80
Chocolate, contains 2 doz. .	1 50
Cherry, contains 2 doz. ..	1 80
Peach, contains 2 doz. ...	1 80

Weight, 8 lbs. to case, Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz 2 50

Straight.

Chocolate contains 2 doz..	2 50
Vanilla contains 2 doz.	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz. ...	2 50
Unflavored contains 2 doz..	2 50

Weight 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.

3 dozen to box	3 60
6 dozen to box	7 20

30 days.

RICHARDS' PURE SOAP.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naphtha as a free premium.

Richards' Quick Naptha Soap.

GENUINE. Packed 100 bars to case.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$5 90
Five cases or more	4 95

STARCH.

THE CANADA STARCH CO., LTD., EDWARSBURG BRANDS
and
BRANTFORD BRANDS.

Boxes.	Cents.
Laundry Starches—	
40 lbs., Canada Laundry...	.06
40 lbs., Boxes Canada white gloss 1 lb. pkgs.	.06½
48 lbs., No. 1 white or blue, 4 lb. cartons	.07
48 lbs., No. 1 white or blue, 3 lb. cartons	.07
100 lbs., kegs, No. 1 white.	.06½
200 lbs., bbls., No. 1 white.	.06½
30 lbs., Edwarsburg silver gloss, 1 lb. chrome pkgs.	.07½
48 lbs. silver gloss, in 6-lb. tin canisters	.08
36 lbs., silver gloss 6-lb. draw lid boxes	.08
100 lbs., kegs, silver gloss, large crystals	.07
28 lbs., Benson's Satin, 1-lb. cartons, chrome label ...	.07½
40 lbs., Benson's Enamel (cold water), per case ..	3 00
20 lbs. Benson's Enamel (cold water), per case ..	1 50
Celluloid—boxes containing 45 cartons, per case	3 00
Culinary Starch.	
40 lbs. W. T. Benson & Co.'s prepared corn	.07½
40 lbs. Canada pure corn starch	.06
(120-lb. boxes ¼c higher.)	
Casco Potato Flour, 20-lb. boxes, per lb.	.10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.	.60
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.....	.06½
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	.07
Barrels, 200 lbs.	.06½
Kegs, 100 lbs.	.06½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lbs.	.07½
8 in case	.07¾
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case ..	.08
Kegs, extra large crystals, 100 lbs.	.07
Canadian Electric Starch—	
Boxes containing 40 fancy pkgs., per case	3 00
Celluloid Starch—	
Boxes containing 45 cartons, per case	3 60
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.06
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.07½
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	.07½
(20-lb. boxes ¼c higher than 40's.)	

A super-excellent pack *of* the finest Canadian berries

Our pack of strawberries this year has been attended by the utmost success. Situated as we are, right in the heart of the finest Canadian Strawberry belt, with every facility in our new factory to handle the 1914 crop, our superior pack of really choice fruits is undeniable.

We are amply prepared to handle any and all orders, large or small, for A1 quality strawberry jam. We put up only pure fruits of the highest order.

Place your order now for your 1914-15 supply.

Stuart Limited

PURE FRUIT PRESERVERS

AGENTS:

Agents: R. S. McIndoe, Toronto; Fearman Bros., Hamilton; Howe, McIntyre & Co., Montreal; Dingle & Stewart, Winnipeg; Langlois & Paradis, Quebec; Geo. Foster & Sons, Brantford; Angevine & McLauchlin, Truro, N.S.

SARNIA ONTARIO

The staple food of millions

RICE

WE SHIP DIRECT

The cost of living reducer

Rice shipped direct to retailer

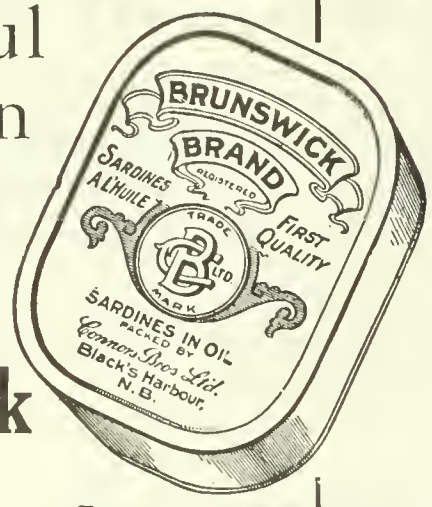
To encourage the retailer and wholesaler to co-operate in the wider sale of rice we offer to ship rice direct to the retailer, but ordered through the wholesaler, thus eliminating the wholesaler's handling, and giving the retailer his goods in first-class condition, fresh and clean—no waste from leakage, rat nuisance, etc. The greatest economy any household can effect is to substitute rice for meat and other high-price commodities. Encourage the use of rice and reduce the high cost of living.

Order rice from wholesaler—We ship direct.

Mount Royal Milling & Mfg. Co.

D. W. ROSS CO., Agents, MONTREAL

It's knowledge that directs the successful Grocer in stocking up with



Brunswick
Brand
Sea Foods

—a knowledge born of experience that it only pays to handle canned fish that have "made good."

You will always be on the safe side if you sell "Brunswick Brand" because it is the Quality Brand.

Only the most carefully selected fish, caught in famous Passamaquoddy Bay, are used in the packing of Brunswick Brand. Our plant at the water's edge is operated under the most ideal conditions.

Why not get in line to-day and get your share of the good profits that are being made on these trade-winning lines?

CONNORS BROS.
Limited
Black's Harbor, N.B.

OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack., 4 doz. per case, $4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, $3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, $3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case; $4; Ocean Borax, 8 oz. pack., 4 doz. per case, $1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, $3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, $3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, $6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, $6.50; Ocean Baking Powder, 4 oz. pack., 4 doz. per case, $3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, $1.60; Ocean Baking Powder, 5 lbs. tin, 10 tins per case, $7.50; Chinese Washing Powder, 8 oz., 120 pack, per case, $4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, $6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, $4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, $4; Ocean Liquid Blue, pint bottles, 2 doz. per case, $1.80; Petrolatum, 2 oz. jars, 12 doz. per case, $5.40; Petrolatum, 5 oz. jars, 6 doz. per case, $5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz. per case, $7.20.

SOUPS—CONCENTRATED

CHATEAU BRAND.

Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli, Consomme, Tomato.

No. 1's, 95c per dozen.
Individuals, 45c per dozen.
Packed 4 dozen in a case.

COW BRAND BAKING SODA.

In boxes only.
Packed as follows:

5c packages (96)	$3 20
1 lb. packages (60)	3 20
½ lb. packages (120)	3 40
1 lb. 30 / ½ lb. 60 Packages, Mixed.	3.30

SYRUP.

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case	2 50
5-lb. tins, 1 doz. in case	2 85
10-lb. tins, ½ doz. in case	2 75
20-lb. tins, ¼ doz. in case	2 70
Barrels, 700 lbs.	3½
Half barrels, 350 lbs.	3¾
Quarter barrels, 175 lbs.	4
Pails, 38½ lbs.	1 95
Pails, 25 lbs. eacb	1 35

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case	2 05
5-lb. tins, 1 doz. in case	3 20
10-lb. tins, ½-doz. in case	3 10
20-lb. tins, ¼ doz. in case	3 05

(5, 10 and 20-lb. tins have wire bandies.)

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case	4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s, Tins, 2 doz. to case.

Quebec, per case	$1 35
Ontario, per case	1 50
Manitoba, per case	2 30
Saskatchewan, per case	2 60
Alberta, per case	2 70
Britisb Columbia, per case.	2 40

DOMOLCO BRAND.

2s, Tins, 2 doz. to case.

Quebec and Ontario, per case	2 95
Manitoba, per case	3 40
Saskatchewan, per case	3 65
Alberta, per case	3 75
Britisb Columbia, per case.	3 55

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles 3 and 6 doz. cases, doz.	0 90
Pint bottles, 3 doz., cases, doz.	1 75

H. P.

	Per doz.
H. P. Sauce—	
Cases of 3 dozen	1 90
H. P. Pickles—	
Cases of 2 doz. pints	3 25
Cases of 3 doz. ¼-pints.	2 20

STOVE POLISH.

JAMES DOME BLACK LEAD.

2a size, gross	2 50
6a size, gross	2 40

NUGGET POLISHES.

	Doz.
Polish, Black and Tan	0 35
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleanser	1 15

TOBACCO.

IMPERIAL TOBACCO COMPANY.

(Empire Branch)

Black Watch, 6s ½ butts, 9 lbs., boxes 5 lbs.	0 45
Bobs, 5s, ½ cads, 12 lbs., ¼ cads., 6 lbs.	0 39
Bobs, 10s, ½ butts, 12 lbs., ¼ cads., 6 lbs.	0 39
Currency, 5s, ½ butts, 9 lbs., boxes 6 lbs.	0 39
Currency Navy, 10s, ½ cads, 12 lbs., boxes 6 lbs.	0 39
Stag Bars, 5 1-3s, ½ butts, 12 lbs., boxes 6 lbs.	0 39
Old Fox, 10s, ½ butts, 12 lbs., boxes 6 lbs.	0 40
Pay Roll, tbick, 7½s, ½ butts, 10 lbs., boxes 5½ lbs.	0 59
Pay Roll, thin, 7½s, ½ butts, 10 lbs., boxes 5 lbs.	0 59
Pay Roll, 7½s, ½ cads, 12 lbs., ¼ cads, boxes 6½ lbs.	0 59
Shamrock bars, 6 2-3s, ½ butts, 12 lbs., boxes 6 lbs.	0 50
Empire, 6s, cads 15 lbs., ¼ cads, boxes 6 lbs.	0 44
Empire, 12s, cads 15 lbs., ¼ cads, boxes 6 lbs.	0 44
Ivy, 7s, butts, 17 lbs., ½ butts, 8½ lbs.	0 50
Great West, 8s	0 59
Regal, 9s,	0 70
Starlight, 7s, ½ butts, 8½ lbs.	0 50

TEAS.

THE SALADA TEA CO.

East of Winnipeg.

	Wholesale.	R't'l.
Brown Label 1s and ½s	.25	.30
Green Label, 1s and ½s	.27	.35
Blue Label, 1s, ½s, ¼s, and ⅛s	.30	.40
Red Label, 1s and ½s	.36	.50
Gold Label, ½s	.44	.60
Red-Gold Label, ½s	.55	.80

LUDELLA.

In 30, 60 and 80-lb. cases.

Black, Green or Mixed.

Blue Label ½s	0 21
Blue Label, 1s	0 20
Orange Label, 1s	0 23
Orange Label, ½s	0 24
Brown Label 1s and ½s	0 23
Brown Label, ¼s	0 30
Green Label 1s and ½s	0 35
Red Label, ½s	0 40

UPTON'S KETCHUP

is steadily making friends for itself.

A friend made is always retained—because it is absolutely the best value on the market.

Write us for prices or ask your jobber.

THE T. UPTON CO. Limited

Factory at Hamilton,

Sales Dept. at St. Catharines.

RASPBERRIES

Fresh picked berries every morning. Nothing held over night. Let us look after your preserving orders.

CHERRIES

The poor strawberry crop just over and shortage of peaches will make big demand for cherries. Ask us for special quotations on large lots.

BANANAS, ORANGES, LEMONS, DOMESTIC and IMPORTED FRUITS and VEGETABLES

THE HOUSE OF QUALITY

HUGH WALKER & SON

Established 1861

GUELPH and NORTH BAY

MOTT'S "Elite" Chocolate

is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—MOTT'S

Retails at 10 Cents per Cake.

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

Hot Weather Special

on

Brooms

only while they last.

4 String,	No. 100,	$3.00	line at	$2.40
4	"	" 200,	$3.20	"	$2.60
4	"	" 300,	$3.60	"	$3.00

Regular goods.

Walter Woods & Co. Hamilton

PICKLES at their best are pickles bearing the name "Rowat's." Push them now, for the summer trade.

With the outing season in full swing there is a big demand for pickles, etc.

Feature Rowat's.

ROWAT & CO.

Glasgow - Scotland

CANADIAN DISTRIBUTORS:
Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba, and the Northwest; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

Safety First

No fabric is so frail, nothing too coarse to be well and safely cleansed with the pure, abundant lather from

Wonderful Soap

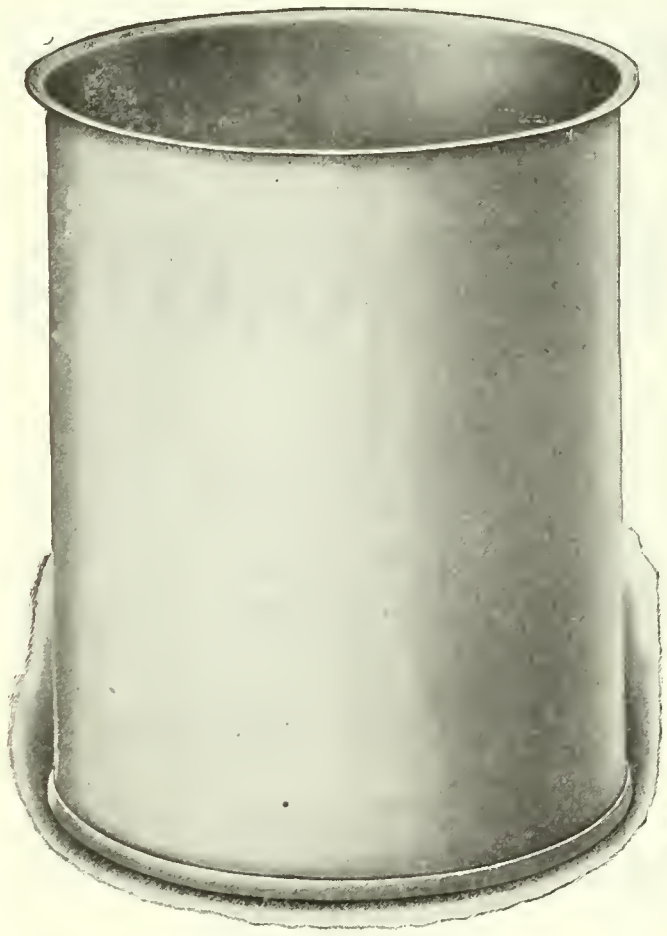
No other Soap in the market gives safer, surer or more speedy results in any and every kind of household washing and cleaning.

Wonderful Soap is the housewife's favorite. When once used, it cleans quickly and thoroughly without ringing and without the necessity of bleaching.

It is put up in attractive labelled wrappers and well packed. It looks well, sells well, and produces good profits.

The Guelph Soap Co.

Guelph, Ontario



Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Co., Ltd.,

NIAGARA FALLS, ONT.

Reading Brimful of Interest for Busy Canadians

The July MacLean's, just off the press, is full of feature articles and stories which should appeal to every Canadian. Does not this list interest you?

"The Education of the Camp"—A strong article by a military authority on the benefits, physical and otherwise, of militia training.

"On the Firing Line in Riel's Day"—The first of a series of articles on the North-west Rebellion, written by one who served through the last campaign. These stories will be full of reminiscences given to the public for the first time.

"The Adventures of Madelyn Mack: Detective"—The best detective stories published since Sherlock Holmes first appeared. The first of this series appears under the title "The Man With Nine Lives"—A strong recital of adventure, written in graphic, vivid style.

"The Miracle of the X-Rays"—A clear presentation of one of the greatest discoveries of modern times. The fascination that science exerts on the lay mind will serve to make this article one of absorbing interest to all.

There is nothing a man could not do if he had the right information before starting at it. Under the heading: "Getting the Facts," a Lieutenant of Harrington Emerson, the chief exponent of efficiency, tells how the right information can always be obtained. Want to get started on the highroad to success? Read this article.

Glen Campbell—Broncho buster, sturdy man of the plains, orator, player of practical jokes, firm friend and hard fighter—is the subject of a breezy sketch that will both interest and amuse. Meet this famous Western M.P. in the pages of July MacLean's.

These are just a few. There are plenty more of the same kind to be found in the July issue of Canada's national magazine. If you don't read MacLean's, start with the July number.

Send a postcard and have your name added to our subscription list. You'll be delighted with every issue.

Subscription price $2.00 *per year.* 20 *cents a copy.*

WRITE DEPARTMENT M.

The MacLean Publishing Co.
LIMITED
143-149 University Avenue. Toronto, Canada

Ain't this great weather for

"St. Nicholas"

"The utmost in Lemons"

J. J. McCabe
AGENT
TORONTO, ONT.

Early Vegetables

Tomatoes, Celery, Lettuce, Radishes, Etc.

Fresh shipments arriving daily. Our prices are exceptional—let us quote. Prompt shipment assured.

Write, phone or wire.

LEMON BROS.
Owen Sound, Ontario

Buyers' Guide

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS

TORONTO, ONT GEO. J. CLIFF, Manager

You Want This

Taylor's Prepared Mustard

IN JARS

Over 100 years of success. A great deal different and a great deal better. Royalty has used it.

Agents Wanted

H. P. Taylor, 14 Place Royale, Montreal

COMTE'S

Satisfaction and profits with every sale. We want more agents. Write

Augustin Comte & Co.,
Limited, P. O. Box 2963, MONTREAL

COFFEES

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal

WRITE TO
10 Garfield Chambers, Belfast, Ireland,
for Sample Copy of the

Irish Grocer, Drug, Provision and General Trades' Journal

If you are interested in Irish trade.

GRATTAN & CO., LIMITED
ESTD. 1825
The Original Makers of

BELFAST GINGER ALE

Agents in Western Canada
EMERSON, BAMFORD CO.
842 Cambie Street VANCOUVER, B.C

COMBINE BARRAL

Preparation for preserving freshness of eggs. A very simple process for preserving eggs from one laying season to another without losing any of their qualities.

REFERENCE AND CIRCULAR FREE.

Octavier Rolland, P.O. Box 2363, Montreal

HOLLAND RUSK

a food product for all seasons. It will please your customers and build a profitable trade for you.

HOLLAND RUSK COMPANY
HOLLAND, MICH.

TANGLEFOOT

The Sanitary Fly Destroyer—Non-Poisonous

Gets 50,000,000,000 flies a year—vastly more than all other means combined. Poisons are dangerous.

YOU CAN TALK ACROSS THE CONTINENT FOR TWO CENTS PER WORD WITH A WANT AD. IN THIS PAPER.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE, $2.00.

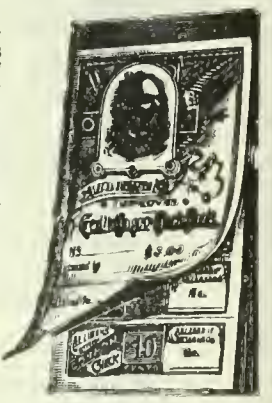
ALL ORDERS PAYABLE IN ADVANCE

MacLean Publishing Co.
145-149 University Ave., Toronto

When they ask for credit give them

ALLISON COUPON BOOKS

Please Them—Make Yourself Safe



Don't let the credit customers put you out of business, as they have done many a man. Control the situation yourself—when a man wants credit give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes.

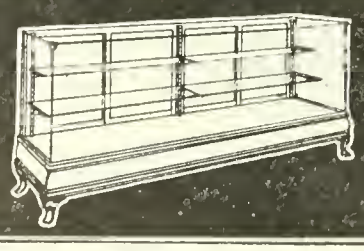
For sale by the jobbing trade everywhere.

Manufactured by

ALLISON COUPON COMPANY
Indianapolis, Indiana, U.S.A.

Before placing YOUR ORDER for

SHOW CASES, STORE FRONTS ETC.



Write us for full particulars and estimates

KENT, SON & CO.
261 King St. West
TORONTO

CLASSIFIEDADVERTISING

Advertisements under this heading, 2c per word for first insertion, 1c for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to he forwarded, five cents must be added to cost to cover postage, etc.

MISCELLANEOUS

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 134, Stair Building, Toronto.

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

FIRE INSURANCE. INSURE IN THE Hartford. Agencies everywhere in Canada.

THE NATIONAL CASH REGISTER COMpany guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto. Arthur. Ont.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

ACCURATE COST-KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can he recorded on one card. For small firms we recommend this as an excellent combination — employees' time register and cost keeper. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

WANTED

WANTED—A RELIABLE, AMBITIOUS MAN in every town, to look after the circulation of magazines. Work very remunerative. MacLean Publishing Company, 143-151 University Ave., Toronto, Ont. t.f.

WANTED—RELIABLE RETAIL GROCER in Toronto or Montreal to handle a weekly supply of fresh eggs. Box 49, Canadian Grocer. 295

MANUFACTURERS' AGENT WITH FIRST rate British connection wishes to secure partner or amalgamate with other responsible agent who will undertake office management. Apply Box 52, Canadian Grocer. (710)

WANTED—A FEW EXCLUSIVE LINES IN grocers' and bakers' specialties. We are well known to the trade in B.C. for over ten years. References. W. Hill & Co., Mfrs. Agents. 847 Beatty St., Vancouver, B.C. Phone Sey. 7360. (724)

WANTED—A GROCERY CLERK — ONE who can handle sign brush preferred. Steady position for the right man. Booze and cigarettes prohibited. Apply A. Ferguson, Port

A PRACTICAL BUSINESS MAN, 18 YEARS' experience in the biscuit and confectionery trade in the cities of Quebec and Levis, Que., solicits representation of a first-class manufacturer of those lines. Best references. Address Adj. Gosselin, 155 3rd St., Limoilou, Que. (710)

A CANADIAN GENTLEMAN AT PRESENT managing tea, coffee and manufacturing department of a wholesale grocery in Southwestern States wishes similar position with a British Columbia firm. Can furnish best of Canadian and U.S.A. references. Have been connected with wholesale grocery business all my life and have filled every position from office boy to buyer. Write Box 53, Canadian Grocer. Toronto. (717)

BUSINESS FOR SALE

FOR SALE — CASH GROCERY BUSINESS. Splendid location. A particularly well-paying business. Turnover of $19,000 per year. Good reasons for selling. Apply Box 51, Canadian Grocer.

WANTED, INFORMATION REGARDING good grocery or meat market for sale. Send description and price.—North-Western Business Agency, Minneapolis, Minn.

FOR SALE

FIRM OF MANUFACTURER'S AGENTS, with excellent connection among grocers and hardware stores in British Columbia, is open for an additional Agency. Must be good reliable house. Address H. J. Gardiner & Co., Fairfield Bldg., 445 Granville, Vancouver, B.C. 612

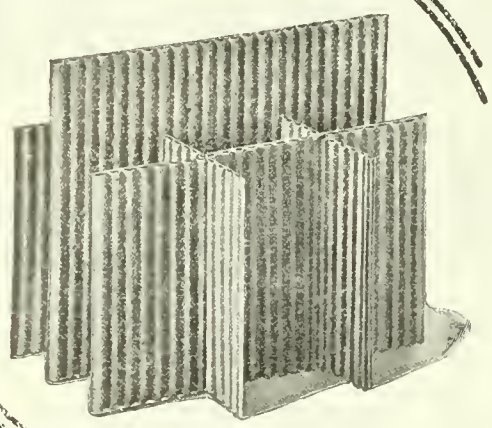
They Know "KNOX"

KNOX GELATINE has the selling force of steady advertising, backed by an established reputation for purity and quality. It will pay you to push KNOX GELATINE and start as many new customers as possible, because each package makes two full quarts of jelly, and this big moneysworth keeps the sales coming in. Sales of KNOX GELATINE are profitable,—there's a good margin for you in the retail price of 15 cents per package.

"Make KNOX your Gelatine leader."

CHARLES B. KNOX CO.

Johnstown, N.Y.



Corrugated Partition Packing

FOR THE SHIPMENT OF BOTTLES, ETC.

The old-time saw-dust method of packing bottles, jars, etc., is fast becoming extinct in the best preserving and canning factories. The corrugated paper partition packing is the best insurance against breakage, allows of easier packing, saves labor and muss for both the shipper and the consignee.

T. & N. Corrugated Boxes are used for all kinds of shipping. Send a sample case at our expense and we will return it to you packed in our goods.

T&N

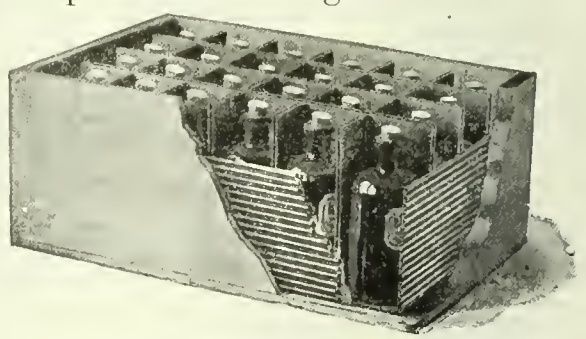
The Thompson & Norris Co.
of Canada, Limited
Niagara Falls, Ontario

Send further particulars:

Name.....

Address.....

C.G.

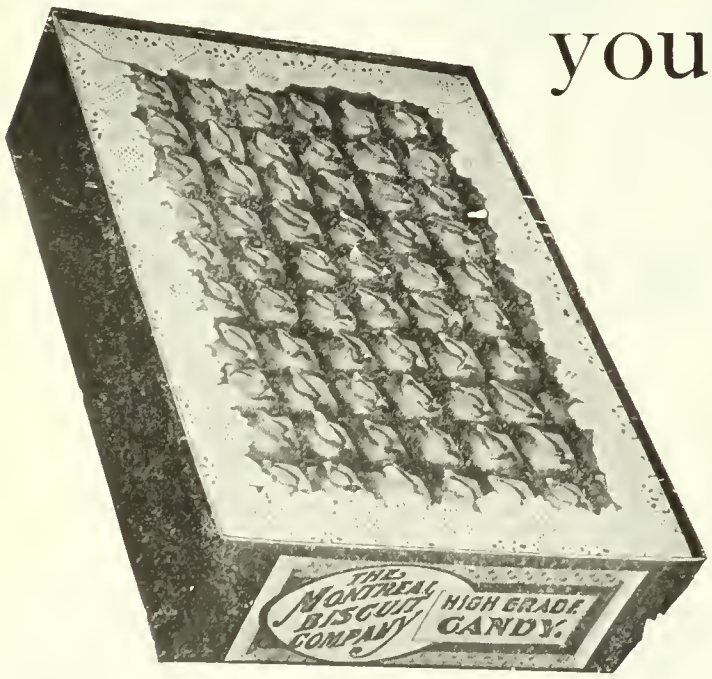


The Thompson & Norris Co. *of* Canada, *Limited*

NIAGARA FALLS, ONTARIO

BROOKLYN, N.Y. BOSTON, MASS. BROOKVILLE, IND. LONDON, ENGLAND JÜLICH, GERMANY

If you sample "Bordo" Chocolates you'll stock and sell them



There is no "harvest" time with "Bordo," in other words, there is no season in their demand—the sale commences with the first showing and continues to grow as the taste becomes known. This is the reason, along with the

60% PROFIT

why "Bordo" Chocolates are the leaders in thousands of Canadian stores. Know the flavor by sending for **our liberal sample** — there's no question about you stocking them if you taste the "Bordo" taste.

The Montreal Biscuit Company

THE ORIGINATORS MONTREAL

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BOOST SUMMER DRINKS

Make This a Bumper Season

You have everything in your favor for Big Trade. Hot weather assured, and favorable prices from us to make things hum.

WATERS FROM VICHY BASSIN

	Cs. 50 bottles
Spring "Admirable"	$5.00
Spring "Efficace"	5.50
Spring "Neptune"	6.00
Spring "Sans Rivale"	7.00

NATURAL TABLE WATER

D'Evian, Source "Cachat"
$8.00 cs. 50 bottles.

LEMONADES

"LA SAVOUREUSE"

Quarts, 50 bottles to cs.....	$7.50
Pints, 100 bottles to cs.....	9.00

Most refreshing drink from Bassin de Vichy.

SPECIAL OFFER: On all orders received for 5 cases, assorted or not, we will allow 25 cents per case.

SOMETHING ELSE FOR SUMMER TRADE.

Trayder's	MILLER'S
Best quality	HIGH LIFE
Imported Ginger	LAGER
Ale	Barrels 120 bottles
Cork Crown.	Cases 24 pints

Laporte, Martin, Limitee

568 St. Paul Street - MONTREAL, Que.

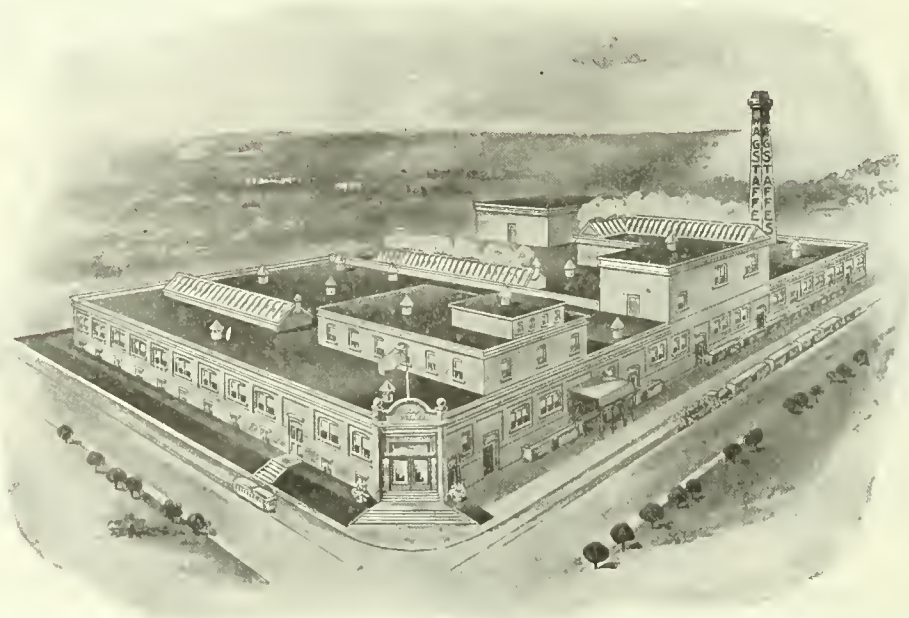
WAGSTAFFE'S

1914 New Season's Strawberry Jam

Now Ready For Delivery

Copper.
Prepared in Copper Kettles.

Silver.
Boiled in Silver Pans.



Gold.
Packed in Gold-Lined Pails and Glass.

THE MOST UP-TO-DATE FRUIT PRESERVING PLANT IN CANADA

Mr. Grocer, we have made selection of only the richest, luscious red berries, full of flavor, obtainable in the Southern States and Ontario. Our agents from Hamilton have superintended the shipping of same, so that we can guarantee every jar and tin of Wagstaffe's Strawberry Jam, to be of the finest quality. Guaranteed fruits and sugar only.

WAGSTAFFE LIMITED

PURE FRUIT PRESERVERS

Hamilton **Canada**

Ye Billekin.

Prairie Flower.

Royal Lemon Sandwich.

These light P.F. Dainties are exceptional sellers

Their pleasing flavor hits the public taste. Wherever introduced they are a pronounced success. We use only high-grade ingredients and we originate the many popular designs and flavors.

Our biscuits reach your store, fresh and crisp. They are packed in hermetically sealed, air-tight tins. If you are looking for the popular sellers, send to any of our agents for price list and catalog.

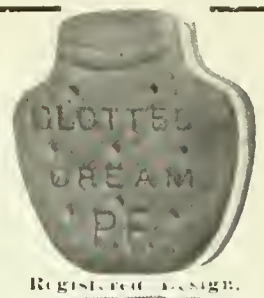
PEEK, FREAN & CO., Limited

Biscuit Manufacturers

LONDON, ENG.

AGENTS:

THE W. H. MALKIN CO., LTD., of Vancouver, for British Columbia.
Ruttan & Chipman, of Winnipeg, for Manitoba, Alberta and Sask.
The Harry Horne Co., of Toronto, for Ontario.
F. L. Benedict & Co., of Montreal, for Ottawa and Eastern Canada.



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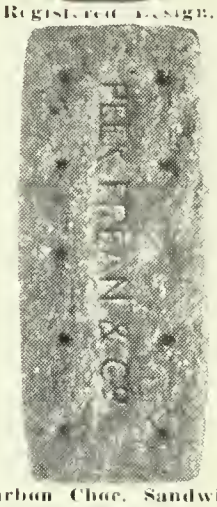


Bourbon Choc. Sandwich.

The Connaught.

I'LL HAVE TO QUIT DEALING HERE! THINGS TASTE OILY
OLD STYLE OIL TANK
NO TAINTED FOOD HERE WITH THAT BOWSER OUTFIT
ESTABLISHED 1885
BOWSER

A Justifiable Kick

In a village grocery store where everything may be furnished from a postage stamp to a complete housekeeping outfit, a customer entered the other day and leisurely approached the proprietor.

"Look here, David," he complainingly remarked, "I ain't kickin' none, but ain't there some way that you can kind of separate your grocery business and your post-office business so they won't get mixed so much?"

"There you go complaining again," said the proprietor.

"No hard feelings, David, but the other day I got some postage stamps just after Jake Smith got two gallons of oil and every blamed one of them tasted of kerosene."

A very characteristic incident, but its equal happens many times where kerosene is handled by slip-shod methods. The trouble is, "Mr. Proprietor" does not always know when there is a "justifiable kick"—many a good customer goes elsewhere and says nothing.

Not so where a BOWSER ESTABLISHED 1885 Safe Oil Storage System is used. Then there are no tainted goods, no dissatisfied customers, no oily hands, floors or clothes. All the oil, odor and all, is in the tank where it belongs until pumped into the customer's can. Bowser outfits do not leak or splash. No lost oil—no lost time—no lost customers. Made in all styles, sizes and prices to meet individual requirements.

We have a book "For Your Store" which would be interesting and valuable to you. Write at once for a copy. No obligation.

S. F. BOWSER & COMPANY, Inc.

66-68 Frazer Avenue, - - Toronto, Ont., Canada

Made by Canadian Workmen and Sold by Canadian Salesmen.
Sales Offices in all Centres and Representatives Everywhere.

Original patentees and manufacturers of standard, self-measuring hand and power driven pumps, large and small tanks, gasolene and oil storage and distributing systems, oil filtering and circulating systems, dry cleaner's systems, etc. Established 1885.

DONT SCOLD THE COOK USE

Five Roses Flour

The mission of the Five Roses cook book, of which so far one hundred and fifty thousand copies are in every-day use, was to **prove** the value of Five Roses as a **general** family flour, not only in bread-making, but in cake-making and pastry-baking. Five Roses has been tested in every conceivable way with uniform satisfaction to the housewife. It has served so faithfully the whole circle of kitchen economy that to-day the capacity of the mills is 24,000 bags a day, as against 1,600 bags in 1888—an increase of almost 1,000 bags a day for every year we have been in business. This tremendous increase had its first effect over the counter of the retailer.

LAKE OF THE WOODS MILLING CO. LIMITED
MONTREAL

FEATURING HANDLING FRUITS IN SUMMER

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVIII. PUBLICATION OFFICE: TORONTO, JULY 24, 1914. No. 30

A Natural Remedy

There is no simpler, safer, or more agreeable preparation than

ENO'S 'FRUIT SALT'

The approved remedy for driving out disease germs. Its action is quick and thorough. It clears the intestines, rouses the torpid liver to new life, stimulates the mucous membrane to a healthy action, and cleanses and invigorates the whole digestive tract.

For more than forty years Eno's 'Fruit Salt' has been before the public both at home and abroad.

Largely advertised and **well established,** it is now in **good demand,** and is therefore bound to carry with it enquiries for other lines.

Should consequently be stocked by all Chemists, Grocers and Stores.

Prepared only by J. C. ENO, Limited, 'FRUIT SALT' Works, London, Eng.

We make it good; its friends make it famous

Domolco is a superior Molasses, made from an extra fine quality of cane sugar grown on the little tropical island of Barbadoes.

It is carefully refined and purified—a healthy and economical food.

It has the character and quality which instantly appeals to old and young. Makes a delicious dessert — excellent with hot biscuits, muffins, waffles, etc.

DOMOLCO

Is put up in attractive, sanitary, lever-top tins—the most sanitary, convenient, and profitable method of handling.

The quality and purity is absolutely guaranteed.

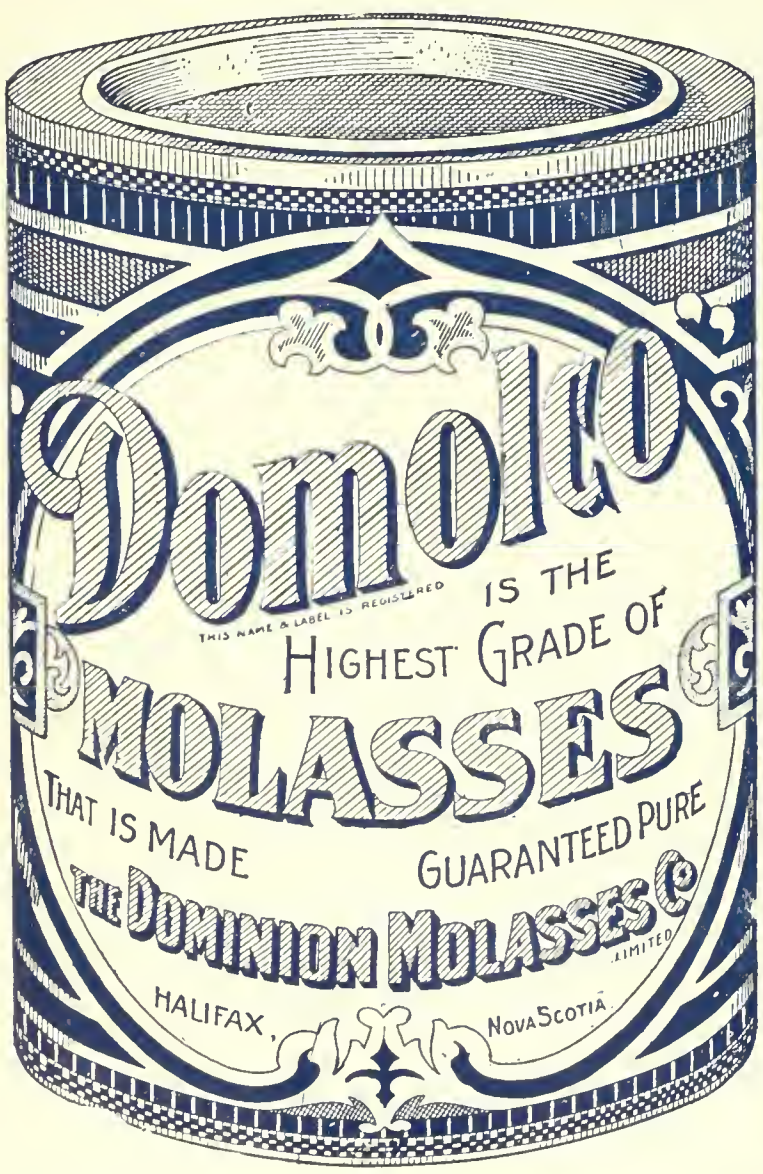
Contains no glucose.

Extensive consumer advertising has created a big demand. Profits are good.

Your wholesaler can supply you.

The Dominion Molasses Co., Ltd.

HALIFAX, N.S.



Note the registered Label

Guaranteed pure Cane Molasses

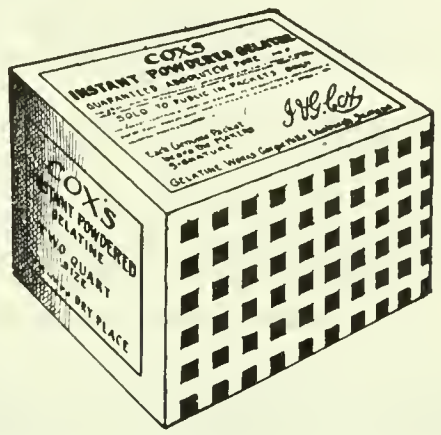
Extensively advertised

Distributors for Manitoba and Saskatchewan, Messrs. The W. H. Escott Co., Limited, Winnipeg.

Up goes the temperature–80°, 90°, 100°

and with the rising temperature up goes the demand for summer drinks and hot weather desserts —something light, cooling, refreshing and healthful. The lines here shown present two of the most famous satisfiers of Great Britain—Stower's Lime Juice Cordial and Cox's Instant Powdered Gelatine.

Cox's Instant Powdered Gelatine

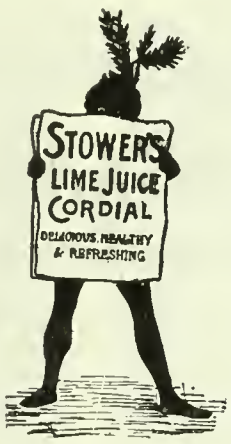


This makes the finest instant dessert when combined with either fresh or preserved fruits or nuts. It solves the heat-tired housewives' summer dessert troubles and is at the same time wholesome and nutritious.

In ordering, be sure to **ask for Cox's** as it is the standard the world over. Guaranteed absolutely pure.

Specialize on these two lines especially during the summer months. They're good the year 'round.

As supplied to His Majesty King George



As supplied the British House of Commons

Stower's Lime Juice Cordial

is prepared from freshly squeezed juice of the Lime Fruit with every impurity removed and carefully prepared to suit the taste of the most fastidious. It is ready for instant use and makes a very delicious, healthful and refreshing summer drink. **Keep it well displayed.**

Arthur P. Tippet and Company

AGENTS

Montreal Que.

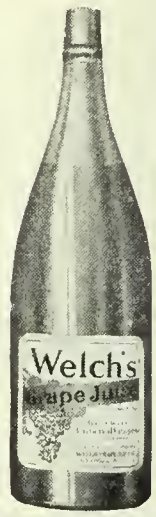
NATIONAL APPROVAL

Brings Home Production

Canadians throughout the Dominion have evidenced to Canadian merchants their approval of

Welch's

Grape Juice



Welch's Grape Juice moves quickly, sells easily because its fame has gone before it and because its quality satisfies and brings repeat orders.

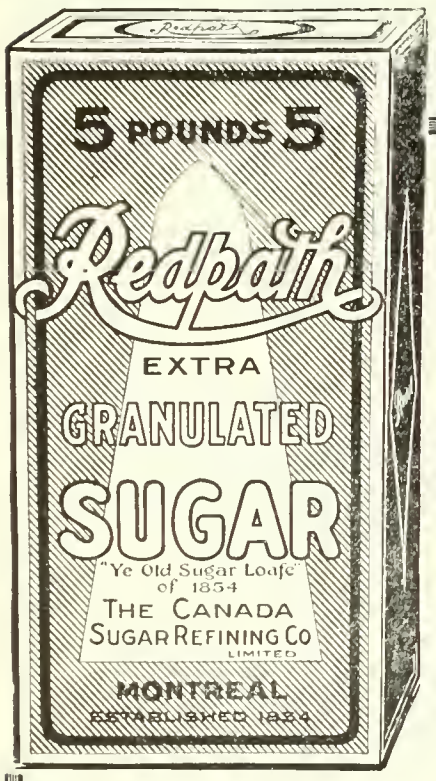
Do not make the mistake of thinking that "grape juice" doesn't pay because of a disappointing experience with an unknown or unfavorably known brand.

This fall we will press Ontario's finest Concords in our new factory being built at St. Catharines, Ont.

Your jobber can supply you.

The Welch Co., Limited, St. Catharines, Ont.

For the present address all communications to WESTFIELD, NEW YORK.



In 2 and 5 pound cartons.

In 10, 20, 50 and 100 pound cloth bags.

Make Your Window Pay

When you make a display of berries or of some particularly choice fruit, make the window still more attractive and profitable to you by adding the sealed cartons and cloth bags of

Redpath

Extra Granulated Sugar

It's preserving time and your customers will buy—not only berries or fruit—but also the sugar as well—when your window displays remind them of both.

Canada Sugar Refining Co. LIMITED

Montreal

Forces that make sales a certainty

The force of good publicity backing the ultra purity and deliciousness of E.D.S. Fruit Products make them real sellers. It pays to stock well with the new season packs of E. D. S. Jams, Jellies, Marmalades, Catsups, etc.

E. D. S. Raspberry Vinegar is pure and refreshing—an ideal summer drink, and a real summer sale stimulator.

Made only by

E. D. Smith & Son

Limited

WINONA ONTARIO

AGENTS:

NEWTON A. HILL	Toronto
W. H. DUNN	Montreal
MASON & HICKEY	Winnipeg
R. B. COLWELL	Halifax, N.S.
A. P. ARMSTRONG	Sydney, N.S.

"Pure Milk for Babies"

is an appropriate wording for a showcard in a display of

BORDEN'S
Eagle Brand
Condensed Milk

The absolute purity of **Borden's** makes it best for infant feeding as well as for other household purposes.

Eminently reliable medical tests have proven that this quality milk acts upon the infant stomach substantially the same as human mother's milk. Borden Milk Products are the "leaders of quality." They have stood every test for years.

Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Building
Vancouver, B.C.

BORDEN MILK Co. LIMITED
EAGLE BRAND
Trade Mark of Borden Milk Company Limited
EAGLE
GAIL BORDEN
BRAND
by which their Preserved Milk will hereafter be designated and for additional protection against imposition each label will bear the signature
Gail Borden
BORDEN MILK COMPANY LIMITED
MONTREAL, CANADA.

FURUYA & NISHIMURA

SEE OUR SAMPLES OF JAPAN TEAS

RENNIES SEEDS

PUREST-CLEANEST
MOST RELIABLE
GET CATALOGUE
AT BEST DEALERS
OR DIRECT
TORONTO - MONTREAL
WINNIPEG - VANCOUVER.

A store convenience — costs little — gives big service

Holds every size bag from ¼ to 10 lbs. Always ready. Saves time, space and waste of bags. Supply of bags is laid in the top; one by one is secured as required. The most practical bag holder made. You cannot afford to be without one. Write for Prices and detailed particulars.

For sale by all first-class jobbers or

The O. P. McGregor Paper Co., Limited

411 Spadina Ave., Toronto

Finest Quality — **Largest Variety**

Whittemore's Shoe Polishes

THE OLDEST AND LARGEST MANUFACTURERS OF DRESSINGS IN THE WORLD

"GILT EDGE"

The only black dressing for ladies' and children's shoes that positively contains OIL. Softens and preserves. Imparts a beautiful black lustre. LARGEST QUANTITY, FINEST QUALITY. Its use saves time, labor and brushes, as it Shines without brushing.

Sponge in every bottle, so Always Ready for Use.

Also for gents' kid, kangaroo, etc.

25c size.

"ROYAL GLOSS"

For Ladies' and Children's Black Shoes

Restores the color and lustre to all faded or worn black sboes, softens and preserves the leather. Apply with sponge attached to cork.

Always Ready for Use. Shines Without Brushing.

10c size.

IF YOU HAVE NEVER SOLD

shoe polishes you should at least give them a trial. You will make no mistake in doing this because it is the almost universal experience of grocers and general merchants that they sell readily and quickly. A counter display alone will sell large quantities.

ASK YOUR JOBBER'S SALESMAN ABOUT THIS

DIRTY CANVAS SHOES

Made perfectly clean and white by using Whittemore's "QUICK-WHITE" Compound. In liquid form so it can be **quickly** and **easily** applied. A sponge in every package, so always ready for use.

10 and 25c sizes.

QUICK WHITE
MAKES DIRTY CANVAS SHOES CLEAN & WHITE
QUICKLY AND EASILY APPLIED.
ALSO CLEANS ALL ARTICLES MADE FROM WHITE CANVAS
WHITTEMORE BROS. & CO.
BOSTON, MASS. U.S.A.

"DANDY" Russet Combination

Liquid for cleaning and paste for polishing all kinds of russet, tan or yellow-colored boots and shoes. Cover remover attached to each box.

10 and 25c sizes.

"SOVEREIGN"
SALMON

FINEST BRITISH COLUMBIA

SOCKEYE

QUALITY

IS OUR FIRST

CONSIDERATION

PACKED BY
THE ANGLO BRITISH COLUMBIA PACKING CO. LTD.
VANCOUVER, B. C.

Mind Your P's and Q's,

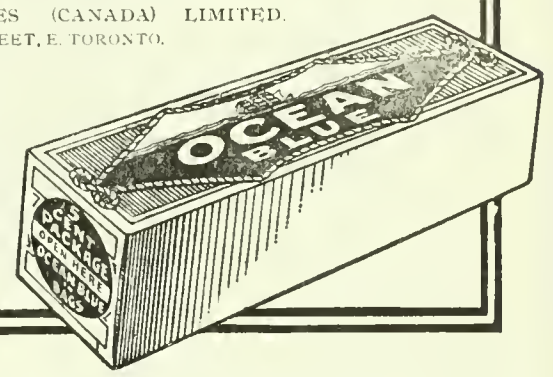
when you purchase Laundry Blue. In OCEAN BLUE there is just a little more Quality and Quantity than is expected; the Price is right; and Permanently Profitable Patronage is the result.

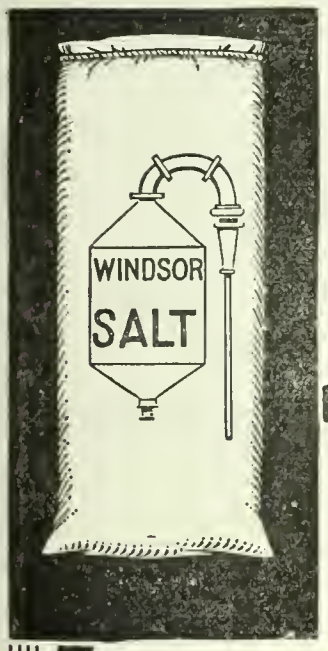
OCEAN BLUE

Order from your Wholesaler.

HARGREAVES (CANADA) LIMITED.
33 FRONT STREET, E. TORONTO.

Western Agents:
For Man., Sask. & Alta.
Nicholson & Bain Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For B.C. and Yukon: Donkin, Creeden & Avery, 117, Arcade Buildings Vancouver, B.C.





Ninety-nine people out of a hundred in Canada use!

WINDSOR TABLE SALT

Isn't it better for you to make ninety-nine sales, than only one?

Canadian Salt Co., Limited
WINDSOR, ONT.

CAN-O-WAX

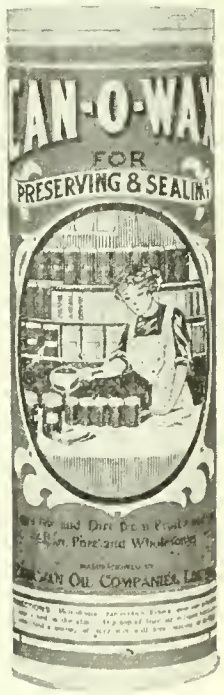
a household necessity

A pure refined paraffine wax, sweet and clean. A very profitable seller during the preserving season.

Can-O-Wax makes an absolutely air-tight seal for Jelly, Canned Fruits, Catsups, Sauces, etc., in jars, bottles or glasses. The long, round sticks insure convenience and economy.

For laundry use it is indispensable, makes clothes white (no bleaching), will not injure the finest fabric. Costs little, saves much.

Let us send you a sample tin. Sold through the wholesale trade.



CANADIAN OIL COMPANIES, Ltd.

Toronto, Ont.; Winnipeg, Man.; Montreal, Que.; St. John, N.B.; Halifax, N. S.; Regina, Sask.; Calgary, Alta.; Nelson, B.C.

PRUNES

Just one word to tell you.

We have now received into store:

800 Boxes BOSNIA, 27½ lbs., from 100s to 60s.
Nice and tender fruit, 6½c. to 9½c. lb.

SEEDED RAISINS

Do you know that the Association in California has advanced their prices on freshly seeded?

We just booked before the advance:

1500 boxes CHOICE, 36/16 oz., 8½c. pack.
CHOICE, 45/12 oz., 7¾c. "

Delivery in August.

CLEANED WASHED AMELIA CURRANTS

In Cartons

1000 Boxes, 16 oz. Packages, 7½c. pack.

Due here in August.

You make no mistake in placing your orders with us.

CANNED SALMON

We still have a few cases.

SOVEREIGN Talls, $1.95 doz.

Don't delay, packers this year will ask $2.00 per case more.

EVAPORATED APPLES

We are prepared to book New Pack Choice Winter stock, 50s and 25s boxes.
Get in touch with us before prices are up.

CANNED BLUEBERRIES

We are able to name you a price on the best brands. We offer

3000 Cases 2s and gallons. 1914 pack.

We always have a nice assortment of goods.

PROMPT SHIPPERS. SATISFACTION GUARANTEED.

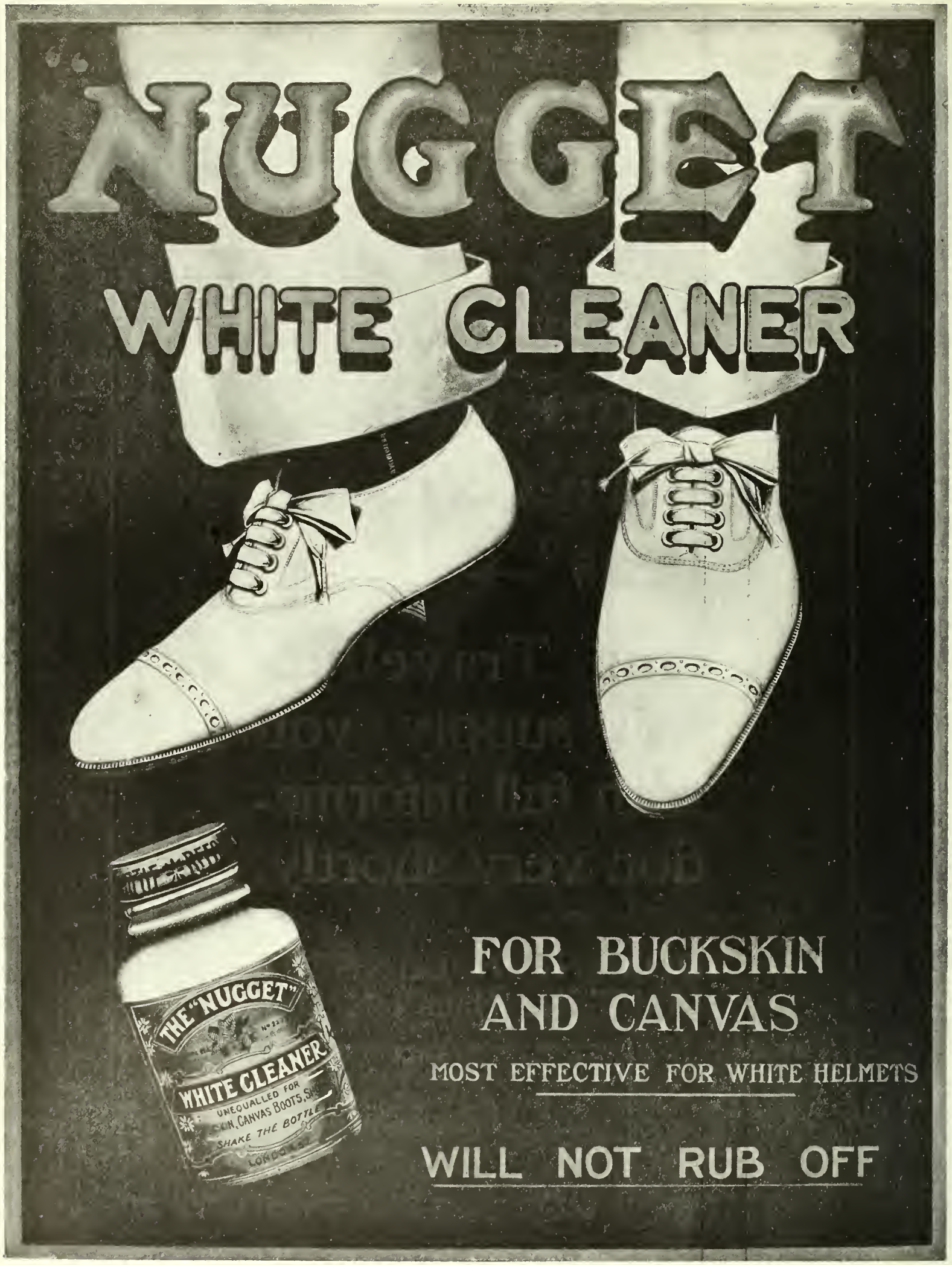
L. CHAPUT, FILS & CIE, Limitée

Wholesale Grocers and Importers, - MONTREAL

"How to make more money with Canned Peas"—

Our Travellers will supply you with full information very shortly.

DOMINION CANNERS LIMITED, Hamilton, Ont.


NUGGET
WHITE CLEANER
THE "NUGGET"
WHITE CLEANER
FOR BUCKSKIN
AND CANVAS
MOST EFFECTIVE FOR WHITE HELMETS
WILL NOT RUB OFF

Swiss Dairy Brand MILK

(Manufactured in Ireland)

The price is down to

$3.60

per case of 48 tins

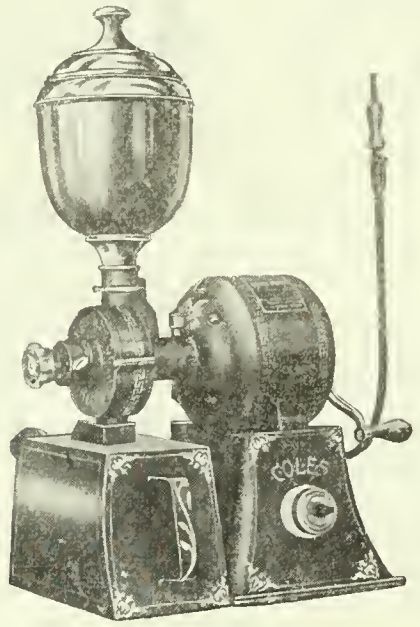
Order from your Jobber

Kirkwood & Sons

TORONTO

Don't Buy "An Electric Coffee Mill"

Buy a COLES GUARANTEED ELECTRIC MILL



There's a tremendous difference — as great as there is between an unsigned check and a signed one.

When the name COLES is on your mill you're certain it's "right."

Have you a copy of Catalogue 913C?

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

COLES MANUFACTURING CO.

1615 North 23rd St. PHILA., PA.

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.

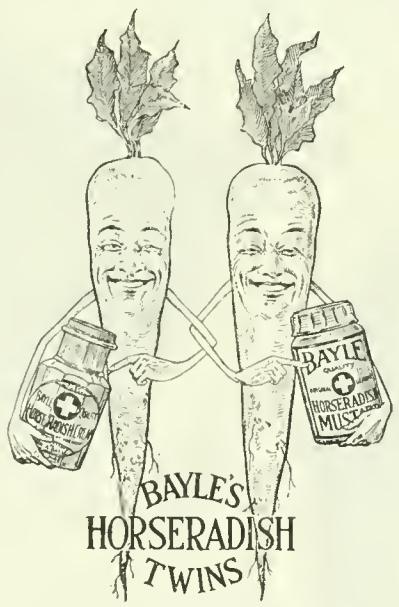
PURITY SALT

"The Salt That Satisfies"

It gives entire satisfaction throughout the year to all its users. It is rightly named because it consists exclusively of fine, dry, even crystals, refined and purified at a saltern of most up-to-the-minute equipment.
The salt for all household purposes—"Purity."

The WESTERN SALT CO., Limited

COURTRIGHT, ONT.



Why Not Adopt Us NOW

and share in the many repeat orders we are bringing Canadian Jobbers?

Write us or our Canadian Representative in your city for prices and samples.

WE WILL GROW WITHOUT NURSING

CANADIAN REPRESENTATIVES:
Winnipeg—Ruttan, Alderson & Lound, Ltd.
British Columbia—Hamblin & Brereton, Ltd.
Edmonton, Alta.—Geo. J. Benjamin.
Regina—G. C. Warren.
London, Ont.—J. Harley Brown.
St. John, N.B.—Walter W. Chase.
Toronto—Harry Horne Co.
Montreal—Geo. Hodge & Son, Ltd.
Saskatoon—M. A. Schaffner.

MADE ONLY BY

Geo. A. Bayle, St. Louis, U.S.A.

Established 1888—Originator of Horseradish Mustard, Peanut Butter, Horseradish Cream, Etc.

CANADIAN AGENTS

Ruttan, Alderson & Lound, Ltd.
Winnipeg

L. A. Gastonquay,
60 Bedford Row, Halifax, N.S.

Schofield & Beer,
St. John, N.B.

Nelson, Shakespeare, Watkins,
Ltd., Vancouver, B.C.

White MALT

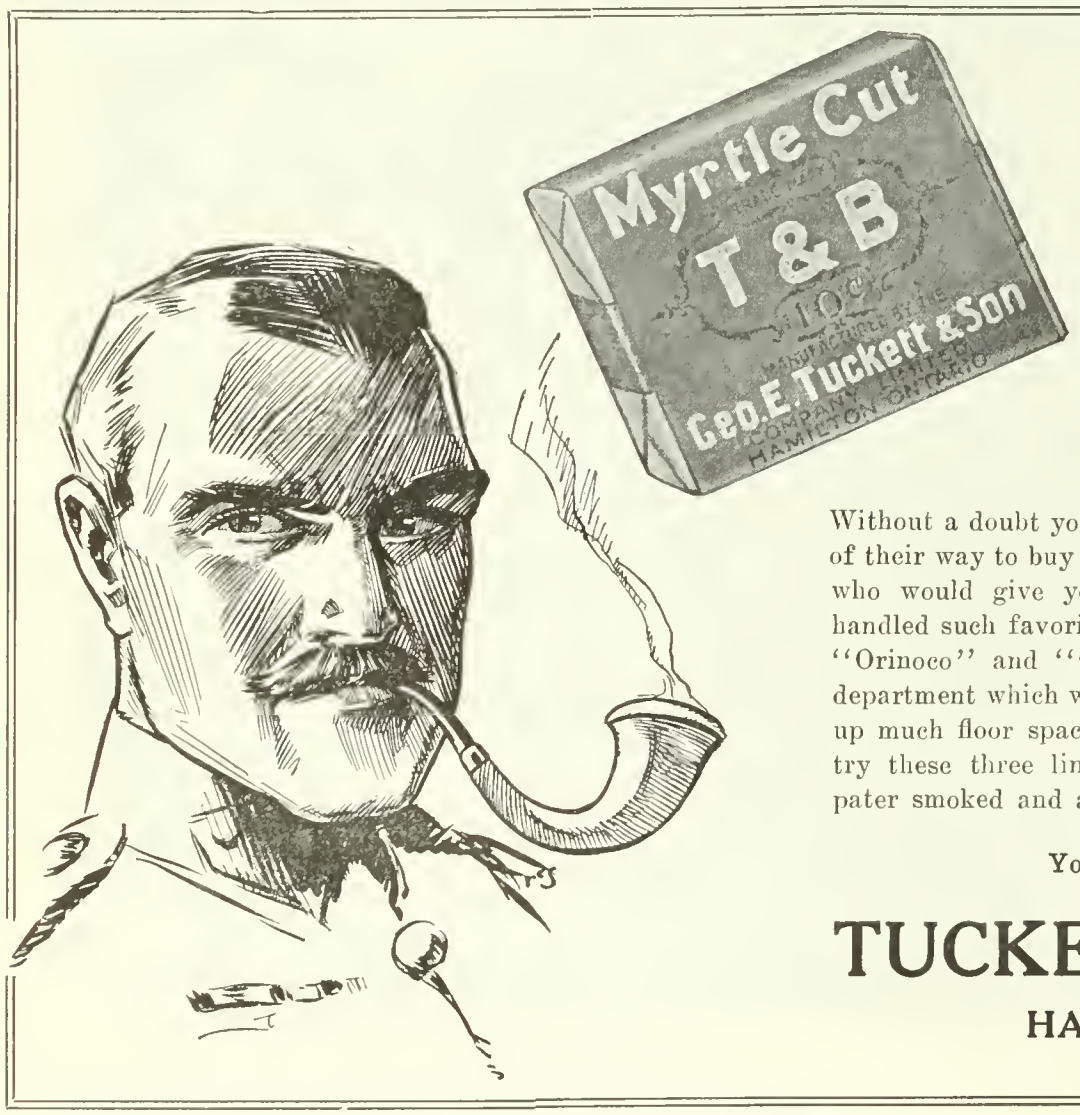
Cottell's VINEGAR

¶ Is the Vinegar to build up a permanent, increasing and profitable trade.
¶ Its delicious flavour and aroma distinguish it from all others.
¶ It is equally good for pickling, salads and table use.
¶ It is guaranteed full strength,

in short, it is the Vinegar which will pay you best to handle.

Write us to-day and let us sample and quote you.

WHITE, COTTELL & CO., - CAMBERWELL, LONDON, ENG.



The good old

T & B

Myrtle Cut

Without a doubt you have scores of customers who go out of their way to buy their tobacco from the tobacconist and who would give you this patronage as readily if you handled such favorite blends as Tuckett's "Myrtle Cut," "Orinoco" and "Our Seal." For a real live tobacco department which will make money for you without taking up much floor space or involving a big outlay for stock, try these three lines. Myrtle Cut is the tobacco your pater smoked and appreciated

Your wholesaler has it.

TUCKETT LIMITED

HAMILTON, ONT.

CLARK'S
Summer Trade Lines

are worth money to you,
MR. GROCER.

The following are all sellers:

Peanut Butter
Corned Beef
Roast Beef
Boiled Beef
Roast Mutton
Boiled Mutton
Plum Pudding
Lunch Ham
English Brawn
Veal Loaf
Beef Ham Loaf
Beef Loaf
Boneless Pigs' Feet
Minced Collops
Tomato Ketchup
Beefsteak and Onions
Jellied Hocks
Stewed Kidney
Irish Stew
Cambridge Sausage
Sliced Smoked Beef
Potted and Devilled Meats, all varieties.
Mincemeat
Picnic Pâtes
Tongue, Ham and Veal Pates
Soups (Concentrated)
Boneless Chicken
Jellied Veal

OX TONGUES in all sizes

Etc., Etc.

CLARK'S
Pork and Beans

Order Now

W. CLARK, LIMITED, MONTREAL

1914 CROP APRIL PICKINGS JAPAN TEA

—the finest sample that comes to Canada, packed by Hellyer & Co., expressly for our trade in 50-lb. boxes and 85-lb. half-chests, to retail at 50c. Branded Tartan Fancy Leaf.

Also 200 half-chests Rob Roy Japan packed by the same firm, to retail at 25c.—the cheapest Green Tea in the world.

Samples on application, or you can consult our travellers.

BALFOUR, SMYE & CO., Wholesale Grocers, **HAMILTON, ONT.**

BUY

STARBRAND

Cotton Clothes Lines

AND

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers

SEE THAT YOU GET THEM

BLACK JACK

QUICK
CLEAN
HANDY

TRY IT

SOLD BY ALL JOBBERS

¾-lb. tins—
3 doz. in case

COW BRAND BAKING SODA has been for years a "staple" with almost every grocer who carries high-class goods. Careful cooks insist on this famous, well-proven soda—Cow Brand. It puts the baking at its very best, gives full satisfaction to customer and dealer.

The demand is steadily growing. Are you supplying the demand?

Church & Dwight

LIMITED

Manufacturers

MONTREAL

Rose Quesnel

Smoking Tobacco

THESE are two lines of tobacco that you should handle. They produce a good profit, are made of a fine blend of tobacco, are fragrant and non-irritating.

King George Navy Plug

Chewing Tobacco

Rose Quesnel Smoking Tobacco is deliciously cool and sweet. It gives a pleasant smoke. **King George Navy Plug** appeals to the man who chews either in moderation or extensively. It is sweet, and does not irritate the throat.

Let us send you a trial order.

Rock City Tobacco Co.

LIMITED

QUEBEC

YOU CAN INSURE

Your customers' success in putting down their Fruits, etc., by selling them

St. Lawrence Granulated

The Sugar that's 100 per cent. pure cane.

Good Sugar means Good Fruit.

The only Essence that really retains the flavor, strength and fragrance of the best coffee is

SYMINGTON'S COFFEE ESSENCE

Your customers know this, and you will find a steadily increasing demand for our goods. Consistent up-to-date advertising fosters the regularly increasing sales.

ORDER YOUR STOCK TO-DAY

Thos. Symington & Co., Edinburgh and London

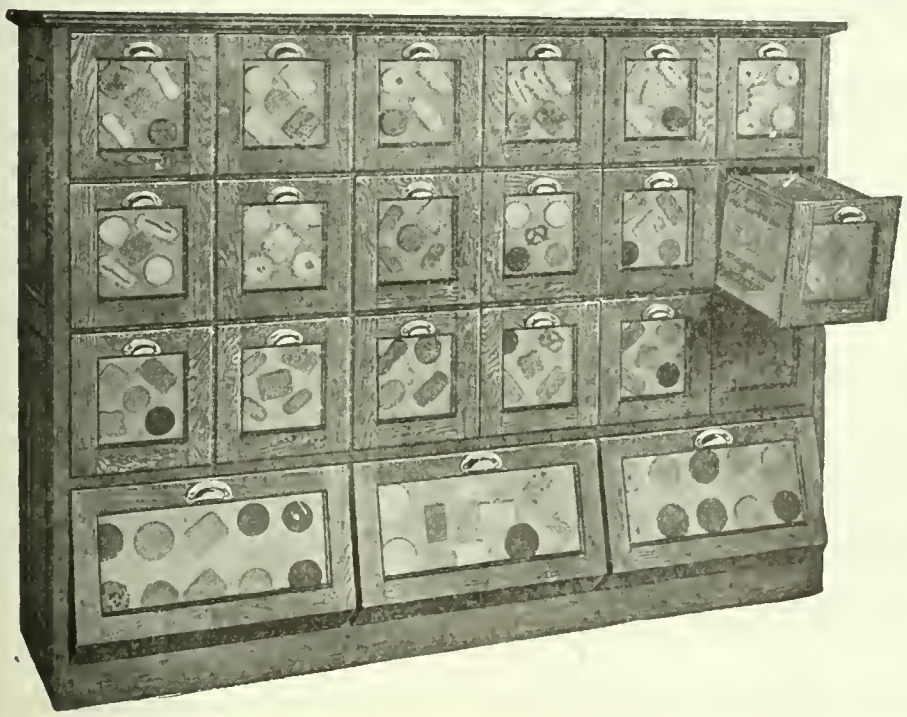
AGENTS:—Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver—Messrs. Shallcross, Macaulay & Co.

Standard Biscuit Case

In Sectional Lengths

makes provision for not only your tins, but also large wooden cake boxes which you find difficult to place and show contents to advantage.

This case shown is 6′ long and 54″ high, having 3 large patent roller bins in base, with bevel front to display cakes or contents of large cake boxes, and above this glass display oak front slides, fitted with rollers to insure easy running, show your stock of cakes in tins. Every large bin in base adds two feet to length of case.



Stock lengths are 6′, 8′ and 10′, but may be made to order in any length and also fitted with shelving to match regular fixtures. Made in oak to match your fixtures and sell your cakes.

Walker Bin & Store Fixture Co.,
LIMITED

Berlin, Ontario

Representatives:

Manitoba:—Watson & Truesdale, Winnipeg, Man.

Sask., Alta., and Eastern B.C.:—North-West Specialty Co., 226, 3rd Ave., Saskatoon; 111 Howard Ave., Edmonton; 110 Eastman Chambers, Regina.

Vancouver, B.C.:—R. J. Borland, 1105 Pacific Street.

Montreal:—W. S. Silcock, 33 St. Nicholas St.

Maritime Provinces:—R. R. Rankine, 46 Adelaide St., St. John, N.B.

Whittaker's English-made Jams and Marmalade

New Season's Whole Fruit Strawberry
New Season's Whole Fruit Raspberry
New Season's Black Currant

Quality unsurpassed. Competitive prices

ORANGE JELLY MARMALADE

Brilliant in Colour
Delicious in Flavour
A big seller wherever introduced

Please call on or write to the Sole Agents in Canada,

DAVIDSON-BOWLES, Limited

86 Wellington Street West **TORONTO**

The OVERSEA EXPORT CO., Limited

CHRISTIANIA, NORWAY

NORWEGIAN SARDINES

IN PURE OLIVE OIL

We can offer you the finest quality at the lowest price

Write to or call on the Sole Agents in Canada,

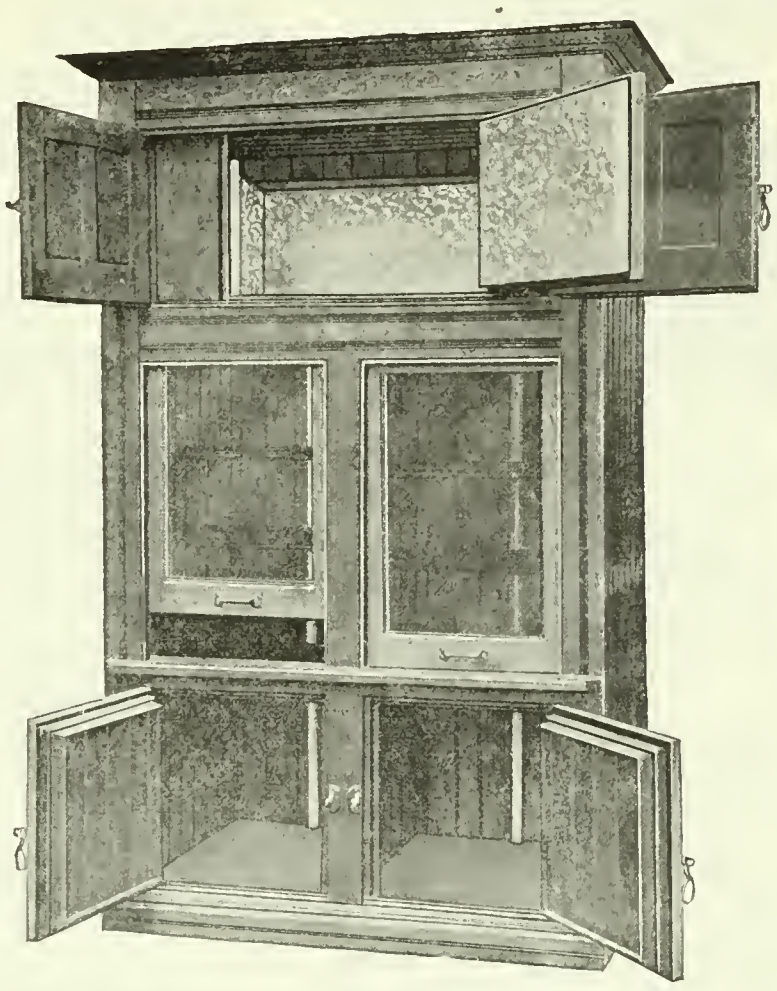
DAVIDSON-BOWLES, LIMITED

86 Wellington Street West
TORONTO

Don't tie up a dollar

in a poor refrigerator and thereby lose scores—drop a card to-day asking about the

ARCTIC



—the refrigerator that's as cold as its name implies, as dry as it is cold and as handsome as long experience, an aggressive policy and money can make it. The "Arctic" refrigerator is so constructed that the air has an abundance of free circulating space which keeps it dry, the temperature is the lowest and the ice consumption is practically half of the ordinary refrigerator. Don't tie your money up in a refrigerator that is not scientifically and practically up to the standard of the "Arctic." Inefficient refrigeration not only ties your money up, but loses customers for you, which is worse. Examine the "Arctic."

Catalog sent on request.

JOHN HILLOCK & CO., LIMITED

TORONTO, ONTARIO

Agents— Western Ontario: J. H. Galloway & Co., Hamilton. Saskatchewan: Western Butchers' Supply Co., Regina, Sask. Moutreal: W. S. Silcock, 33 St. Nicholas St.

JOHN BURGESS & SON, Limited

Sauce and Pickle Manufacturers

LONDON, ENGLAND

The firm was established in 1760 and for over 150 years has been manufacturing goods which have stood and still stand

PRE-EMINENT IN QUALITY.

TRY MM PICKLE

A Sure Seller

THERE MAY BE GOODS AT LESS PRICES, BUT THERE ARE NONE OF EQUAL VALUE.

Write to or call on the Sole Agents in Canada

DAVIDSON-BOWLES, LIMITED

86 Wellington Street West, - - TORONTO

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and exten ds from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

Established 1859.

GEO. STANWAY & CO.
TORONTO

Ontario representatives for D. S Parthenopulo, Patras, Currants. J. H. Todd & Sons, Victoria, B.C., Salmon, brands: "Horseshoe," "Tiger" and "Sunflower."

CHARLES H. COLE

Agent for McVitie & Price, Jas. Pascall, T. W. Beach, Johnston-Baird Co., etc.

New Address:
33 Front Street East - Toronto
Montreal Office: 501 Reade Bldg.

MORROW & COMPANY
CEREALS

TORONTO, - - - - CANADA.
Rolled Oats, Oatmeals, Rolled Wheat, Split Peas, Pot and Pearl Barley, Graham Flour, Buckwheat Flour, Potato Flour, Wheatlets, Cornmeal, Lentils, Beans and Peas, Domestic and Imported; Sal Soda, etc., etc. Write for prices and samples, carloads and less.

"Canned Foods Ltd."

W. H. Millman & Sons

General Sales Agents for Canada

W. G. PATRICK & CO.
Limited.

Manufacturers' Agents and Importers.

51-53 Wellington St. W., Toronto

AGENCIES SOLICITED

Excellent connection with Grocers, Druggists and Confectioners—wholesale and retail.

M. D. BEARD
50 Front St. East TORONTO

W. G. A. LAMBE & CO
TORONTO

Established 1885

SUGARS FRUITS

ONTARIO (Continued)

HENRI DE LEEUW
28 Front Street E. TORONTO

RICE, COFFEE, DRIED FRUITS, SEEDS, CANNED and FRESH FISH, CHEESE: EDAM, STILTON, ROQUEFORT; CONFECTIONERY, ETC.

COLLECTIONS

Accounts and claims of every nature collected everywhere. Send for free booklet C and forms.

COMMERCIAL COLLECTION CO.
77 Victoria St., Toronto, Ont.

WESTERN PROVINCES.

H. P. PENNOCK & CO.,
Limited

Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG.

We solicit accounts of large and progressive manufacturers wanting live representatives.

G. C. WARREN, REGINA, SASK.
Importer, Wholesale Broker and Manufacturers' Agent.

Trade Established, 15 years.
Domestic and Foreign Agencies Solicited
Warehouse: 1313 Garnet St.

LEADLAY LIMITED
Grocery Brokers and Importers

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332 Bannatyne 309 King St. W. 510 Ninth Ave. W.

W. H. Escott Co.,
LIMITED

Wholesale Grocery Brokers and Manufacturers' Agents

Commission Merchants

WINNIPEG REGINA
CALGARY EDMONTON

Hamblin & Brereton
LIMITED

Importers and Manufacturers' Agents.
Winnipeg, Calgary, Vancouver.

We call on the Jobbing and Retail Trade.

WESTERN PROVINCES—Continued.

WATSON & TRUESDALE

Wholesale Commission Brokers and Manufacturers' Agents
WINNIPEG - MAN
Domestic and Foreign Agencies Solicited.

COCKBURN-NOLAN CO.
Limited

Importers, Brokers and Commission Merchants
Representing Pugsley-Dingman Co., Limited. Canned Foods, Limited.
312-314 Ross Avenue Winnipeg

H. G. SPURGEON
WINNIPEG

Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce.
P.O. Box 1812.

FRANK H. WILEY

Wholesale Commission Merchant and Grocery Broker

757-759 Henry Ave., WINNIPEG

Ruttan, Alderson & Lound, Ltd.

Successors to
RUTTAN & CHIPMAN
Commission Brokers
WINNIPEG. MAN.

BRITISH COLUMBIA.

The Campbell Brokerage Co.

Manufacturers' Agents and Commission Brokers.

We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.

857 Beatty Street, Vancouver, B.C.

O'Loane, Kiely & Co., Ltd.

Wholesale Grocery Brokers and Commission Merchants, Canned Goods, Dried Fruits, Cereals and Grocers' Sundries, Buyers' and Sellers Representatives and General Agents. Inspectors and Shippers of Canned Salmon. Trackage, common and cold storage warehouse facilities.
RELIABLE ACCOUNTS SOLICITED.
References: Bank of Montreal, Bradstreet and Dun. VANCOUVER, B.C.

NEWFOUNDLAND.

T. A. MACNAB & CO.
ST. JOHN'S, - NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS

Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
Codes: A, B, C, 5th edition, and private.

QUEBEC.

SPLENDID CONNECTION

Amongst the Jobbers and Retailers

I am open for a few more agencies, and can handle them to advantage.

Have You a Line of Candy Gross Goods?

CLAUDE BEAUCHAMP

223 Commissioners St., Montreal.

The

Condensed Ad.

page

will interest you

The failure to stock some standard commodity may be the means of a merchant losing trade.

Mathieu's Nervine Powders

MATHIEU'S
NERVINE POWDERS
For Headache and Neuralgia
Contain no Opium, Morphine or Chloral.
One powder will relieve and a few powders will cure you.
If you have a bad headache,
If you are feverish,
If you do not sleep well,
If you are nervous,
If you have LaGrippe,
If you suffer from neuralgia
These powders are very good for children cutting their teeth.
18 Powders for 25 cents
DIRECTIONS

are recognized everywhere as a specific remedy in all cases of headaches, and they can be recommended by every merchant with perfect safety as an effective remedy. Don't lose trade by allowing your supply to run short.

If you don't know them, try **Mathieu's Nervine Powders** yourself at our expense as per coupon attached.

For all forms of colds Mathieu's Syrup of Tar and Cod Liver Oil is **recognized as a safe and effective cure.**

The
J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—

Name .....
With (Name of firm) .....
Street .....
City or town .....Prov.....

ARE YOU SHARING

with us the steadily growing popularity of

MAPLEINE

ORDER FROM

Frederick E. Robson & Co., 25 Front St. E., Toronto, Ont., Canada,

Or

Mason & Hickey, 287 Stanley St., Winnipeg, Man., Can.

CRESCENT MFG. CO.
SEATTLE, WASH.

BRAND **STUHR.**

STUHR'S
CAVIARE
FILLETED ANCHOVIES

(In Brine).

ANCHOVY PASTE

(In Tubes).

Sold by all High-Class Provision Dealers.

C. F. STUHR & CO., Hamburg.

TANGLEFOOT

The Sanitary Fly Destroyer—Non-Poisonous

Gets 50,000,000,000 flies a year—vastly more than all other means combined. Poisons are dangerous.

OAKEY'S

The original and only Genuine Preparation for cleaning Cutlery 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead Emery Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper.

Investigate the 7-20-4

It is an excellent cigar at the cost of an ordinary smoke. As a selling proposition it is a real money-getter. The 7-20-4 cigar coins money for any store that handles it and gives the kind of satisfaction that brings customers back.

Write for particulars.

THE SHERBROOKE CIGAR CO., LIMITED

Sherbrooke, P.Q.

"Vig-Nol"

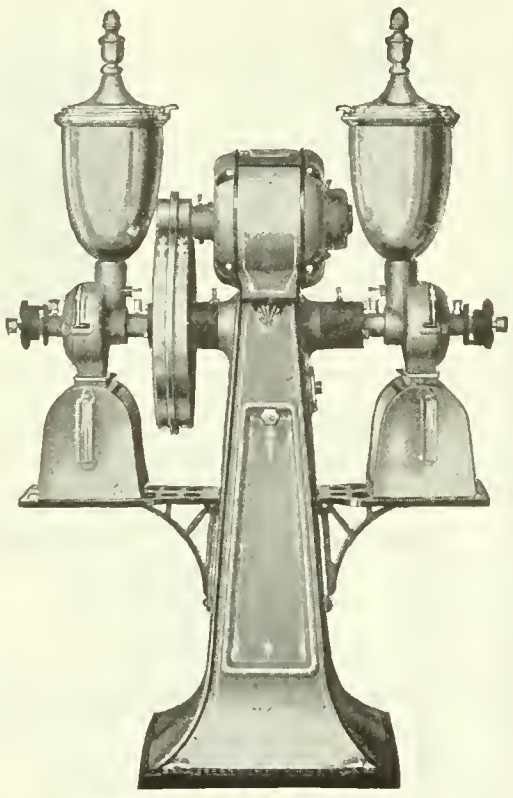
Not a soap powder, but a lightening cleanser,

for washing clothes without rubbing — put up in tablet form, saves labor and clothes, a big money-maker and a ready seller. Special introductory offer.

H. NAGLE & CO., P.O. Box 2024 **Montreal**

Jobbers—Write for Discounts

Distributors—Young Co., Ltd., Sudbury, Ont.
Will Hill & Son, Vancouver, B.C.



Mr. Grocer:—

What are you doing to give up-to-date SERVICE in selling Coffee?

Are you selling all the Coffee that all the customers whom you serve are consuming?

If not, there is a reason.

If yes, how do you know?

We can safely tell you that you are not selling all the coffee you can or should sell, if you are not properly equipped to give up-to-date Coffee SERVICE.

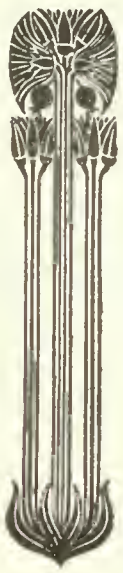
Write us for Free information for Increasing Coffee Sales.

The Hobart Manufacturing Co.

105 Church St., Toronto, Canada

RYAN BROS., 110 James St. East, Winnipeg, Agents for Manitoba, Sask., and Northern Ont.

The call to arms!



An army of salesmen consisting of nearly every progressive Grocer and Clerk in the Dominion read "Canadian Grocer," and are on the lookout to push just such a product as yours. Will they see your advertisement in this issue?

Get our rates without further delay---you are losing more than we by not advertising with us.

NEW PACK CANNED GOODS

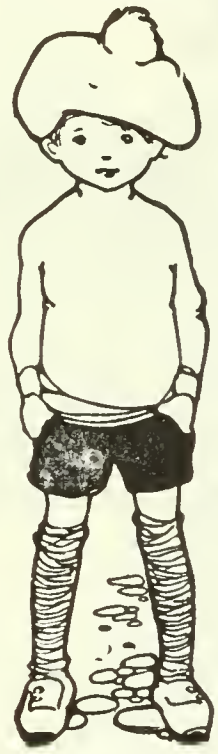
"Swiss Bell" Brand

IF you have not placed your order for new goods for Fall delivery, we would strongly recommend you to do so. We will book a limited quantity, **this week only,** on very favorable terms. Write for particulars. Crop conditions at present are none too favorable.

EBY-BLAIN, LIMITED

Wholesale Grocers

TORONTO CANADA



They can't resist the deliciousness of

Sharp's Kreemy Toffee

The Kiddies and Grown-ups are buying it all the time—it's so good, so tempting, they can't resist the desire for more.

Get **ALL** the family coming your way—a counter or showcase display will do the trick. The profits are exceptionally good. Try a 100-lb. lot. Packed in 4-lb. boxes. It won't last long, but it will set the ball rolling.

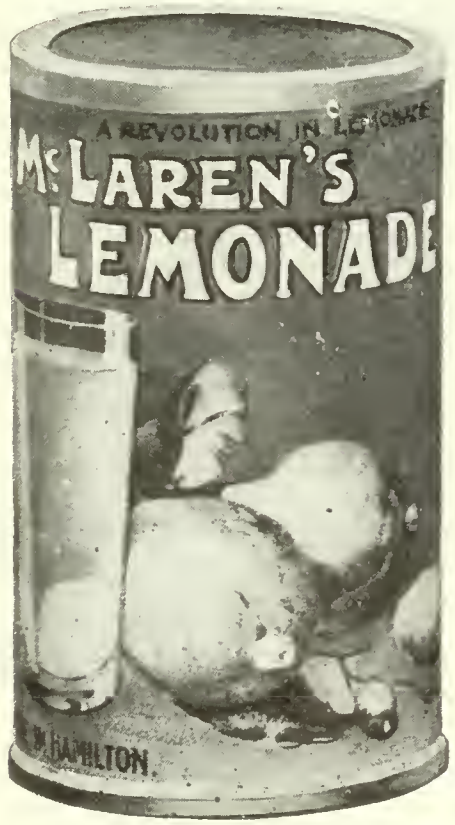
Sells in 5-cent and 10-cent bars.

Write direct to our agents for a trial order.

Made at Kreemy Works, Maidstone, Eng., by

Edward Sharp & Company

The HARRY HORNE CO., of Toronto—For Ontario. Howe, McIntyre & Co., of Montreal—For Quebec. Geo. S. De Forest & Sons, of St. John—For New Brunswick. J. S. Creed, of Halifax—For Nova Scotia. Leadlay, Ltd., of Winnipeg, for Manitoba and Saskatchewan. Hamblin & Brereton, of Vancouver, for British Columbia and Alberta.



WITH the inconvenience totally eliminated, here is a lemonade in powdered form which is the equal of the finest home-made beverage. It is made of pure lemon and sugar scientifically prepared and put up in a handy package.

MANUFACTURED BY

McLarens Limited *of*
Hamilton *and* Winnipeg.

Send for trial shipment to-day

YOU

Pay the Penalty

when the inspector finds adulteration or misrepresentation. No matter what the manufacturer may claim about his products you pay unless he gives you a guarantee in the only form of warranty recognized by the Government. If the goods are right he'll gladly give this, but, if he won't, well don't take the risk, for every package of White Swan products is guaranteed and sealed with this Government warranty that absolutely protects you and assures you of an absolute "Surity of Purity" in every package.

White Swan Spices and Cereals, Limited
TORONTO, CANADA

Why
Bertrand's Macaroni
is so excellent

BECAUSE it is made from the finest Taganrog (Russian) wheat. It is handled under sanitary factory conditions. These combinations account for its superior quality and flavor.

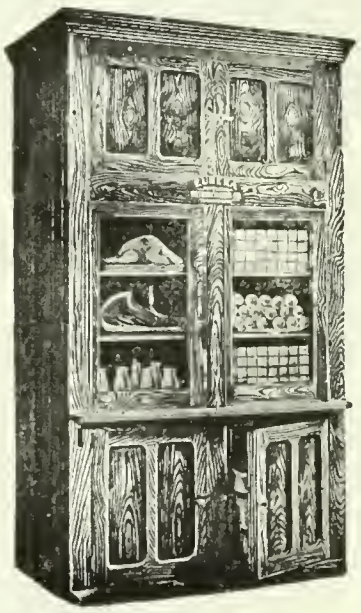
KEEP A GOOD STOCK
ORDER NOW FROM YOUR WHOLESALER
BERTRAND'S MACARONI
WILL PLEASE YOUR CUSTOMERS.

Manufactured by Bertrand & Cie, France

Henri Jonas Co. - Montreal
Agents for Canada and United States

It is impossible

to keep perishable goods fresh and saleable during the hot summer days without a good system of refrigeration.



By installing the EUREKA — a system of refrigeration that has stood the test for over 28 years—you are assured of greater service with utmost economy.

The EUREKA is a system that carries the maker's guarantee. It pays for itself in one season.

It will pay you to investigate the exclusive merits of the EUREKA. It will cost you nothing to get our catalog showing the various styles and sizes. There is one to suit your requirements.

Eureka Refrigerator Co.
LIMITED
31 Brock Ave. **Toronto**

Colman's SAVORA

Delicious Flavor, Delicate Aroma

The New Appetizer

"Appetizer" is the only word which rightly describes this new Condiment. It introduces an entirely new taste in this world of new things—one that cannot help but bring ready sale, new customers, and good profits.

Send a trial order to-day.
You'll handle it regularly in future.

Magor, Son & Co., Limited

AGENTS FOR DOMINION OF CANADA

403 St. Paul St., MONTREAL, 30 Church St., TORONTO

Peter, Peter, Pumpkin Eater,
Had a wife and couldn't keep her
Better food in vain they sought,
Till Crown Brand Syrup Peter bought.
Now they eat it all the time
Think it great and say it's fine!

Crown Brand Corn Syrup

This pure food costs so little and goes so far that its merits should be known in every household. Spread it on bread when the kiddies want a "piece." Serve it with pancakes and fritters. Use it to sweeten puddings, pastry and cakes. ¶ Most delicious taffy and candies can be made with Crown Brand Corn Syrup.

¶ Our Free Recipe Book tells of numerous economies its use will effect in the kitchen. Send for a copy. Address Montreal Office.

The Canada Starch Co. Limited

Manufacturers of The Edwardsburgh Brands

MONTREAL CARDINAL TORONTO BRANTFORD VANCOUVER

PETER'S PUMPKIN PIE

1 Pint Milk.
3 Cups Strained and Dried Pumpkin.
1 Cup Sugar.
½ Cup Crown Brand Syrup.
3 Eggs (beaten separately).
One half saltspoon Salt
1 Tablespoon each Ginger and Cinnamon.

Beat all together until thoroughly mixed, and bake with under crusts only.

Let Peter Pile Up Profits——

PETER, the famous pumpkin eater—has joined the crowd and now eats

Crown Brand Corn Syrup

He and five of his story-book friends are reminding Kiddies and their parents of this delicious table delicacy, in great big ads.—twice as wide and twice as high as this little reproduction.

More demand—same good profits—how about your stock?

Canada Starch Co., Ltd.

Montreal Cardinal Brantford

CANADIAN GROCER

VOL. XXVIII JULY 24, 1914 No. 30

Handling Fruits in Summer with a Net Profit

Further Methods Told by Canadian Dealers—Many Caution Careful Buying of Good Sound Fruit Wherever Possible—Is There Too Much Guess Work About Bananas?—Difficulties of the Man Away From Base of Supplies.

Written for Canadian Grocer by Canadian Merchants.

IN the last article on the handling of fruits in summer, the methods of a number of Canadian dealers were presented. Since that article went to press Canadian Grocer has heard from a number of others, and their methods are herewith given.

A. WILLIAMSON, VANCOUVER, B.C.—I always take the precaution to see the fruit before purchasing, and I invariably see that it is not too ripe. In British Columbia we do not have the extreme heat met with in Ontario and on the prairies, so that our difficulties are not so great. We make a net profit on oranges, lemons, berries and peaches, but I question whether we do on bananas. It is my opinion that bananas should be retailed by weight. Good displays in clean windows are effective in making sales. We also put up peaches in small baskets with price tickets.

* * *

MAPLE LEAF STORE, per J. W. Moyer, Regina, Sask.—If on receipt of fruits they are found not to be in good condition, they are returned at once and the wholesale house informed of the return. If every dealer did this, wholesalers would be more careful of the quality of the goods they send out. With the exception of bananas, we make a net profit on fruits. It seems to me that there is too much guesswork in selling bananas. Our selling method is principally truth in describing the goods accurately. If no misrepresentation is indulged in, you get the confidence of the customer.

* * *

DIXON BROS., MAPLE CREEK, SASK.—We are careful to purchase fruits from only reliable firms, and in quantities we are likely to turn over at frequent intervals. We figure on making a net profit on bananas, oranges, pineapples and peaches, but it is questionable if we make money on berries. Berries are a little too perishable to handle at a profit. We aim for quick returns and reasonable profits.

* * *

A. A. BLACK, FORT WILLIAM, ONT.—We send a man to the wholesale fruit house nearly every morning with instructions never to buy more perishable fruit than we can dispose of each day. We always go over our fruit and grade it. So far as bananas are concerned, we cut all fruit off the bunch, and knowing our cost, can sell to make a profit of about 75c to $1 a bunch. By cutting the fruit off the bunch we can put a few small bananas in each dozen, and in that way we realize fairly good prices.

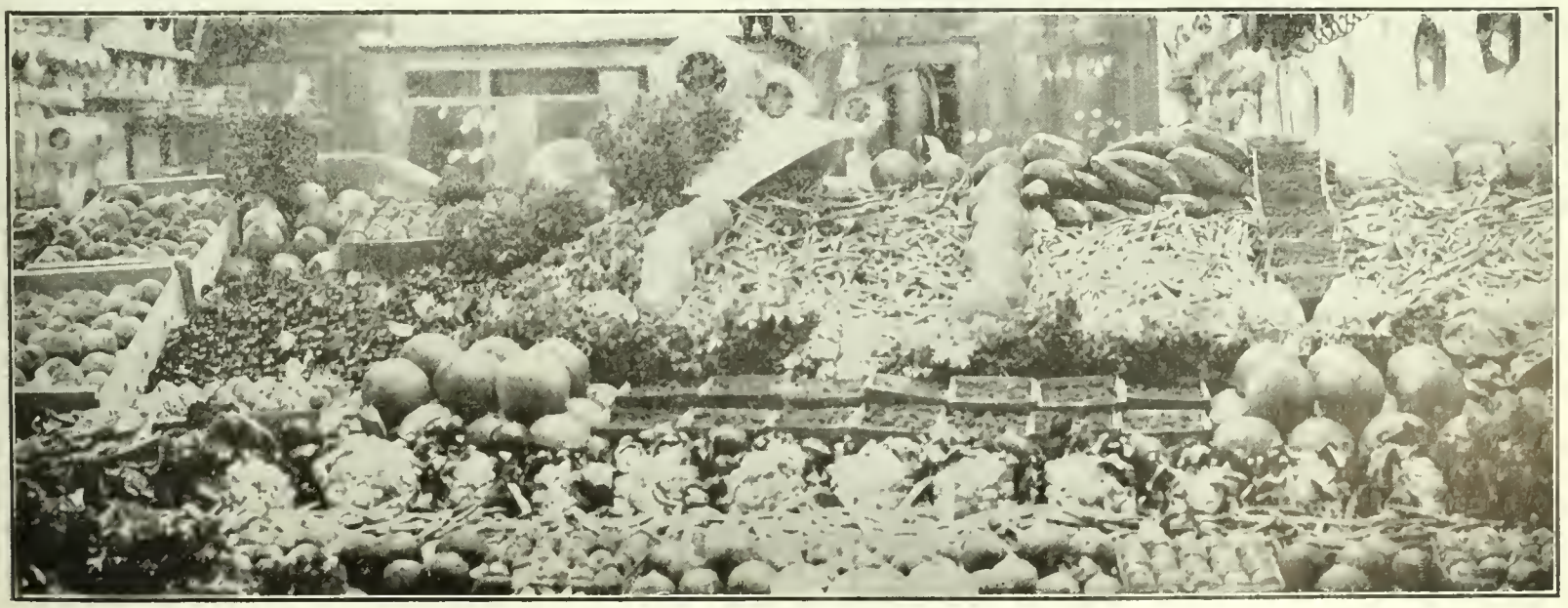
* * *

Saves Money By Freight.

A. SWICHERL, CREDITON, ONT.—So far as possible we endeavor to take orders in advance on berries, peaches, pineapples, etc., for canning, and in this way we are able to purchase more intelligently. We buy oranges and lemons frequently as required. We purchase bananas green, thus avoiding loss in shipping, and at the same time we can get them by freight, which is much lower than by express. We make a net profit on all fruits.

* * *

JOHN RITTER, MILLBANK, ONT.—We only buy the best of fruit, inferior grades not being accepted unless at a much lower price. So far as a net profit is concerned, I figure we make



A summer fruit and vegetable display shown last year in the retail establishment of Matthews-Laing, Montreal.

one on all fruits, with the probable exception of berries.

* * *

J. B. MARSHALL, SELLWOOD, ONT.—I break even on bananas, but on oranges and lemons a net profit is made. On berries I do not think I get a profit. I buy direct from Toronto, and, of course, have to take whatever is sent me, and I never could get a credit note for any inferior stock.

* * *

Salesmanship Methods Used.

E. F. MASON & CO., PETERBORO', ONT.—We purchase berries and peaches daily in season, and by making good displays and calling customers' attention to the fruits over the phone or in the store, we are able to dispose of practically everything each day. We make a net profit on all fruits. In purchasing fruits other than berries and peaches, we see that they are not over-ripe, and we buy in quantities to obtain the better price. All, however, must be perfectly sound.

* * *

BRADLEY & SON, NIAGARA FALLS, ONT.—By knowing exactly the number of bananas in a bunch, we are able to make a net profit on practically everything we purchase. Our store is located on the market, so our fresh fruit is bought as required.

* * *

THE WILSON GROCERY, ST. CATHARINES, ONT.—WE purchase fruit just as we need it, which assists us in making a net profit on everything. Overstocking is one of the great drawbacks to getting out of fruit with a profit. We determine exactly the cost of everything and then add on what we think is a fair margin.

* * *

E. SESMARAIS, STONEY POINT, ONT.—We order bananas slightly green and we get all fruit by express. We are not sure whether we make a profit on bananas, but we do on oranges, lemons, and pineapples. We sell chiefly from displays.

* * *

WM. SMYE, HAMILTON, ONT.—By purchasing often, every day if necessary, we do not experience any great loss and are able to make a profit on fresh fruits. By keeping them before our customers all the time and in a fresh condition, we experience little difficulty in selling them.

* * *

D. J. GILLIES, CORNWALL, ONT.—We purchase bananas green and ripen them in a dark room. We find, however, this year it is somewhat difficult to make a net profit on them. We do, however, make money on the other fruits. So far as berries are concerned, I find it a good idea to buy each day only what I think I can dispose of.

FRUIT CAREFULLY ATTENDED TO.

"We never purchase perishable fruit that is not A1 in quality," states W. J. McCulley, a Stratford, Ont., grocer, in referring to this question of getting out of fruits with a profit. "We always believe in paying more money for good goods, than buying cheap goods at a small price.

"In handling bananas we always cut them off the stem, and sort them up in our banana trough, making two prices generally. This gives people a chance to see the difference in quality, and is also much better for the bananas than having them pulled off the stem.

"Oranges is one of our big lines for sale. During last year we made a special on one line of oranges (88's) *running them at 20c a dozen; this helped our orange trade considerably. We then get a selection using the orange patent holders, and always get three or four boxes of each kind opened, giving the people a chance to select.*

"Lemons are always dumped out of the crate into a basket, and no wrappers taken off except at the top of the basket.

"Our berry business is only done on a commission basis; this we find the most satisfactory way of handling perishable goods, such as raspberries, cherries and strawberries. Then you hold your packer responsible for the sale of the goods. You can keep in touch with him all the time, telling him what his trouble is, etc. We find out with a good many packers that they do not cool down their berries sufficiently after being picked in the hot sun. Strawberries that are packed under a warm sun, and put in a close box will get damaged more than in any way I know of.

"We found last year the only way to handle peaches was to do the same as with the strawberries and hold the packer responsible for his own goods; but this will not hold good if they have been chilled in cold storage, and then have them displayed in front of your store in the hot sun. We only try to keep a few on show at once. In this way we can keep our stock looking brighter. Last year we bought quite a lot of our peaches by the car.

"There are many things that could be said about handling fruit, but these are some of the principal things that we adopt in our store."

J. H. SAUNDERS, PROSPECT, ONT.—I do not buy very much fruit at a time and I try to see it all before purchasing. When it arrives I take out the bad fruit as soon as possible and keep everything in a cool, dry place. As a rule, we make a profit on bananas, and always on oranges, lemons and the other fruits. To encourage sales we keep fruit in a conspicuous place, with price cards attached usually.

* * *

Handles Lemons Carefully.

JNO. McKELLAR, TIVERTON, ONT.—When lemons arrive we find it wise to examine the box, and if any of the wrappers are moist we spread them out to dry and remove all decayed fruit. The fruit is then replaced in the box, with every lemon wrapped, in the original wrapper. We do not unwrap either lemons or oranges. Any profit we ever made on strawberries was realized by purchasing locally daily requirements and delivering them the same day to the consumer. Berries that come a long distance by express usually show too much waste. We are ten miles from an express office and delivery has to be made by stage. In our experience there is too much waste on bananas, but we make a profit on oranges, lemons and pineapples. In reference to bananas, I would advise all dealers outside of the large cities to buy them green in the hot weather, and in spring and fall when they are just turning ripe. With oranges and lemons we purchase our requirements only as we need them, except in the winter months.

* * *

A. M. McCORMICK & SON, PELEE ISLAND, ONT.—On account of being so far away from a wholesale base of supply we only handle bananas, oranges and lemons. We make a profit on the latter two, but it is questionable if we do on the former.

* * *

JOS. FITZPATRICK, BROCKVILLE, ONT.—As we have a wholesale fruit establishment in Brockville, we buy in small quantities. While we make a profit on bananas, it is not a large one, but we make money on the other fresh fruits. On account of there being so many peddlers, profits are cut down on practically all the fruits.

* * *

WOODMAN & McKEE, COATICOOK, QUE.—By specializing on each line as it comes in season, both by window displays and through local advertising, we sell considerable fresh fruits. We watch the price quotations carefully on the different markets, and we do not buy too heavily, but often.

* * *

J. A. ROY, MONCTON, N.B.—On account of having a wholesale fruit dealer

(Continued on page 38.)

Factors Which Count in a Losing Business

Observations of Good and Poor Features of Stores—The Problem of Courtesy and Examples of Discourteous Treatment of Customers—The Age Tending to Scientific Methods in Every Way.

Written for Canadian Grocer by B. C. Walton.

SOMETIMES when I hear grocers talking to their customers, I marvel that they are able to remain in business. Yes, strange to say, some of them build up excellent businesses. One I have in mind has a splendid store in a Western city. He evidently has prospered, but not by courtesy to his customers. His goods must be the best, and at the right price, for I swear I would not trade with him a minute longer if he addressed me in the manner I once heard him address a woman.

The latter had entered the store accompanied by a dog, when the proprietor from behind the counter bawled out, "Take that dog out. We don't allow them in here." No doubt Mr. Grocer had been troubled with dogs before, but he could have found a nicer way of enforcing his rule than by shouting "Take that dog out!"

Listen to the sequel. The woman replied, "It's a perfectly domesticated animal, but to please you, I will remove it." After doing so, she walked up to the proprietor (who, by the way, has half a dozen clerks) and proceeded to order a long list of groceries. When the surprised man had taken them all down, the woman said: "Please charge them to Mrs. Blank." The change in his manner was killing. He rushed around the counter to open the door, and his bearing was as pleasing as it had hitherto been disgusting. Mrs. Blank was one of his very best customers, and this woman was her niece. Not knowing her, he had taken the liberty to be rude.

I happened to know the woman, and mentioned it to her when I met her on the street the following day. "Oh, it's ignorance," she exclaimed, "but it's very annoying. If someone were to tell him quietly, I believe he would try to be nicer. I'm surprised Mrs. Blank tolerates him. The only reason she does so is because his goods are of superior quality, and his store is clean and right at hand. Yesterday my aunt asked me to order some lard. He told me over the phone they sold it in pails. When I asked him how much the pails contained, he answered very gruffly, 'Oh, I don't know. I'll send one up, and you can send it back if it don't suit.'"

Such grocers certainly do not succeed by courtesy. They must lose customers every day by such conduct and, but for other strong points in their stores, they would surely go under.

Keeping Delivery Promises.

There is nothing that will displease a customer so quickly as not receiving an order which has been promised for a certain hour. Leading grocers are today attaching more and more importance to SERVICE than they have ever done before, and one of their rules is that when an order has been promised for a certain hour, by hook or crook it shall be there.

I was in a store the other day, and saw something that amused me greatly. A customer called up the grocer, and asked why her order had not been delivered as promised. "It's just leaving," replied the grocer. "Well," said the customer, "I want a bag of flour quick." "All right," said the grocer, "I'll stop him. Jack, wait a minute. You'll get it in fifteen minutes, Mrs. Jones." I looked around for Jack, but could not see a solitary person. Then I looked at the grocer. He saw me through the corner of his eye, but never said a word. He had done that before.

A Rendezvous for Rats

Bad manners and unkept promises are not the only factors that affect business adversely. I often enter stores, particularly small stores in the outskirts of larger cities, which are so filthy, I feel sure they must do a big delivery business, or they could never live. In such a store, I drew attention to the fact that they had some nice fixtures. I noticed them particularly because they seemed to be out of place. They were of the modern bin type, with glass fronts. The bins were only partly filled, and the glass was so dirty, you could hardly see what they contained.

"Take that dog out—we don't allow them in here."

"Yes," said the proprietor, "you've got to have those nowadays, or the rats will eat everything up. We are worried to death with them." I quite believed it. Rats would think this a great place for a rendezvous.

Near the door, standing on a fixture, was a tin device for displaying biscuits—a sort of big wheel, with small glass cases on its periphery. The biscuits were the product of a well-known firm. As I examined it, the proprietor remarked that it was a rather clever idea, but they never sold any of the biscuits.

"Why?" I asked, rather amazed.

"We don't stock them," he replied.

"Then why show these samples?" I asked.

"I don't know where that came from," he explained. He gave the wheel a turn, playfully, and added, "It's been here quite a long time."

Judging from the thickness of dust on it and on the surrounding fixtures, I believed it.

Where Promptness is Encouraged.

During a visit to Calgary recently, I was struck by one of the rules contained in a book of instructions for the staff of the Hudson's Bay Co. It says, "Always be alert for customers, and step up to them as soon as they approach your counter." One of the largest grocers in Calgary also has a rule to this effect. "You cannot wait on customers too quickly to please us. Never keep a customer waiting a second longer than you can help." They are rules that look superfluous, but they are mighty important things to insist on. A clerk, seeing a woman wandering along a counter, gazing at displays, may say, "She's not sure what she wants. I'll give her a minute to decide." The woman is saying, "I wish that clerk would stop gossiping, and come and serve me."

(Continued on page 38.)

At the Weekly Conference

An Item in the Evening Newspaper Was Responsible for Holding This Conference on Cooked Meats—A Profitable Department Opened.

Conference No. 9.

HOLDING aloft an evening paper and pointing to an article with a double-column, heavy black type heading, Tom Pepper was given the floor when the staff of Henry Lawrence had assembled for their ninth weekly conference.

"What is the sensation to-night?" asked the chief, with a half smile at young Pepper's eager face.

"This article," he replied, "says that Mrs. Brown, who is one of our customers on Ripley Street, dropped dead to-day at noon while cooking a roast in a hot stove—the intense heat was too much for her. It seems to me that while we will all regret Mrs. Brown's demise, we can use the information to good advantage. In the past we have only been selling a little cooked ham and an occasional pound of back bacon. Down at the next corner Johnson, the butcher and provision man, is now getting not only good business from cooked ham and bacon, but from a dozen and one other cold meats which we should be pushing. At the same time, Johnson is carrying supplies of canned goods and all kinds of vegetables."

Grocery Store Comes First.

It was news to Henry Lawrence that Mrs. Brown had passed away, and after suggesting to Frank Hastings that a wreath be sent up to the family, agreed with Pepper that here was a splendid opportunity for a great deal of new business. "The very fact," he said, "that the grocery store has first call upon the average housewife should mean that we have a good chance to get her entire cooked meat trade. I have for some time contemplated going in for provisions more strongly, and now I think the time is ripe. The unfortunate incident up at Brown's can undoubtedly be capitalised successfully. What do you think, Frank?" he asked of Hastings.

"By a peculiar coincidence," answered the chief clerk, "I came to the same conclusion myself this morning when the salesman for the Williams Produce Co. was in the store. He pointed out that we should have a greater variety of cooked meats, and if so, we would easily work up a considerable trade. In fact, he wanted to bet me that my wife was serving more cold meats these days than freshly cooked and that she wasn't buying them all from us. I couldn't take him up because I knew he was correct, and eventually I gave him an order for not only cooked ham, but for some jellied hock and tongue as well. Had I known that this conference would take the course it has taken, I would have ordered other lines."

The ball was now a-rolling smoothly and every member of the staff entered into the discussion with their usual enthusiasm.

Henry Lawrence was a keen business man and a good judge of human nature. He knew that the greatest good could be obtained only when the entire staff was working in unison. He knew, too, that if every clerk could have "a finger in the pie," in so far as the selling suggestions were concerned, everyone would be more anxious to see the plans develop successfully. With this idea in mind he wheeled around in his chair towards Art Burns, the clerk who a week before had brought down from the summer camp the cue for a summer dessert week, which was discussed in the last conference.

"To what use can we put the article which Tom has showed us?" he asked him.

"It seems to me," Arthur replied, "that whenever a customer comes in for groceries we can call her attention to the sudden death of Mrs. Brown, in a casual way, and then say that this is no kind of weather for any woman to be cooking over a hot stove. From this we could lead on to our enlarged stock of cooked meats and then show the economy of serving them."

"Capital," was the comment of the chief.

Frank Hastings added that he would get in touch with the provision salesman again and order a few more lines for immediate delivery. The staff agreed that baked luncheon loaf, minced luncheon loaf, some cooked specialty which the traveler had recommended as one of the cheapest and most delicious of all the lines, some jellied pork hocks, jellied beef, head cheese, and Bologna, should all be included in the order. It was felt that with this range the Lawrence store would be able to secure a fair share of the trade that came to that section of the town for groceries and provisions. A strong advertisement in the daily papers as well as a tasty window display was also decided upon, Frank Hastings to look after the former and Tom Pepper the latter.

The question of a separate provision counter was also raised. Pepper felt that a nice clean separate counter, where the entire array of goods could be displayed to advantage when there were many customers in the store, could not do anything else but create appetites, and therefore sales. Mr. Lawrence said that the suggestion would soon be carried out. "In fact," he added, "just as soon as I find our provision trade warrants this attention the counter shall be installed. For the time being—this week at least—we can move the short counter at the rear to the front at the end of the long one. This will mean that everyone entering the store must first pass the provision counter to order groceries. Our display refrigerator will show up the various lines to advantage which we cannot keep on the counter. However, in the rush hours a little of the majority of the lines can be shown."

* * *

Next morning the sale of cooked meats began in earnest. The regrettable death was found to be a stimulant indirectly to the use of more cooked meats. The headline of the advertisement in the papers that day read: "Don't Cook Over a Hot Stove—Serve These Delicious and Wholesome Cooked Meats." This was followed up with a list of the various lines in stock and some interesting information about each, with their prices. The sale proved to be a splendid one, the week going by all too quickly for Henry Lawrence. He found, too, that it was an easy matter to keep up the interest in cooked meats during the remainder of the summer, and it was not very long until the special provision counter was installed, as well as a new computing scale and a slicer.

Fifty Years of Grocery History in Guelph

Daniel Jackson Has Spent Forty-six Years of Last Half Century in the Same Establishment, and is Still in Harness—An Evolution of Conditions Since the Early Days Before Railroads Opened the Section Between Owen Sound and the Royal City.

AT eight o'clock in the morning and every morning of the week, with the exception of Sunday, if you happen to be on Wyndham street, Guelph, Ont., you will see coming down the thoroughfare the figure of a man—active, despite his advancing years, which have numbered beyond the three-score-and-ten—who wears chin beard, which gives rather an old-fashioned appearance to his alert features. At the premises of Jackson & Son, grocers, he turns and enters the portals of one of the oldest establishments on the street, as he has done every morning at the same or an earlier hour for the past forty-five years and more. He is Daniel Jackson, one of the founders of the old firm of Jackson & Hallet, which launched the business now carried on in the same premises by the senior partner and his sons—and he is the oldest of the veterans of the Royal City's retail business.

And Mr. Jackson, despite the fact that in years he numbers two milestones past the alloted span, not only goes to business at eight o'clock in the morning, when the store opens, but he is usually there until it closes in the evening. I met him at his home on a Saturday night after he had spent twelve hours in the store, with the exception of a short period for lunch. Could one get a more striking example of how the man who would make a success in the groeery business must work—of how the years of toil behind the counter become in the end a habit?

When Currency Was Scarce.

Interestingly did this patriarch of the business ranks of the Royal City tell of his experiences in the grocery trade—experiences which in themselves recount some of the most interesting phases of Guelph's history, and give an insight into the evolution of trade conditions in some of those cities which were distributing centres when railroads were few and when supplies were hauled for long distances over rough roads and through untrodden forests; when groceries were handled in bulk and not in packages; when there was little currency, and customers seldom had real money with which to discharge their obligations.

Guelph was then little more than a village in size, but in business significance it was probably more important than at the present day, for then there was no distributing point between what

DANIEL JACKSON, Guelph, Ont.,
From a picture taken some years ago. He has been connected with the grocery trade for about 50 years.

is now the Royal City and the lake ports of Owen Sound and Southampton, while Mr. Jackson states that there was even more clearing down about those places than around his home town, and in between the road was largely through unbroken forest, with the different villages along the way depending upon the wagon men to take out their products and bring them in their supplies.

Not What it Used to be.

There was a big difference between the business which Mr. Jackson's firm did in the early days and that which is being carried on in the same stand today. Then proprietary lines were practically unknown, and when an order was filled for one of the hamlets up in the bush it would consist of such commodities as tea, sugar, oatmeal, dried apples, cheese, coal oil, etc.

"Business isn't what it used to be," said the veteran, reminiscently, as his mind went back to the early days of his business, when it was largely jobbing—and most grocers who have been in business for a number of years will probably agree. "Things are now done in a much smaller way," he added, "and the profits are much closer."

The old jobbing business was done through the teamsters, and Mr. Jackson tells of how service even in those early days proved an important factor. The veteran smiled as he told of how they influenced the teamsters to deal with them. This was good business, for the teamster usually had discretion as to where he placed the order. In this he was largely influenced by the manner in which he was able to dispose of the down load, largely consisting of dairy products—cheese and butter—also hogs, etc. By taking care of these jobbers and their loads the firm was able to get a big grip on the northern jobbing business.

This led to the firm getting extensively into the produce business, and Mr. Jackson tells of some of the transactions of the old days that seem like dreams from the present standpoint. In the produce business the firm co-operated with J. T. Brill, and the volume of trade often went in the thousands of kegs of butter.

Butter By Car Load.

"We shipped a car load of butter direct to the London market," said Mr. Jackson, speaking of one of their ventures, "and we hit the market right. Such was the success of this venture that we went to Chicago and bought two car loads there and brought it to Guelph in bond, shipping it through to London. But we found a different market, with the result that we lost heavily. I still believe that the bulk of the butter in that shipment was very much different from the samples on which we made the purchases," he concluded with a smile.

Railroads Came; Teamsters Went.

Speaking of the old business and its proportions, brought to the veteran's mind the big consignments of fish received from the lakes. He told of shipments as heavy as three car loads received at a time, consisting of salmon, herring, whitefish, etc., both salted and fresh, and this would be handled to the retail and jobbing trade. "But that has been knocked on the head long ago," he added; "business is not what it used to be. The W. G. and B. Railroad came through, and then there were other lines which cut into the territory; the teamsters disappeared when the steam whistle came."

Mr. Jackson tells very interestingly of some of the other ventures which the firm made. Dealing in hog carcasses led them to buy out Campbell's retail pork store, and this was operated for three or four years before being sold. Likewise

(Continued on page 47.)

CANADIAN GROCER

Established 1886.

Only Weekly Grocery Paper Published in Canada.

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INSTRUCTING SALESMEN.

MANY OF OUR LARGEST and most successful merchandising eoneerns have found that it pays to provide a course of speeial training for junior employees. The practical and definite instruction and information given them is a short-cut to the point of efficieney which would only otherwise be attained after many years' service, and after many costly and embarrassing mistakes. In the smaller stores there should be oeeasional meetings for the elerks, where problems which are constantly arising could be diseussed and settled. Many of the larger stores in the larger cities have instructors who eonduct classes in the same manner as they would be conducted in a specialized business college. Junior members of the sales-foree are instrueted in all braneches that it is required they should understand, and special examinations are held to test the effieiency of the students. These large firms have found out that by conducting schools or classes of instruction they secure a higher and more effieient class of help than could be obtained otherwise. An American eontemporary in commenting on the methods of some of the larger city stores said:

"The edueational departments for employees of the Wanamaker stores, and several other big retail houses, are remarkably comprehensive and eomplete, and the good that is aeeomplished through them is almost beyond computation. Naturally the smaller store eannot afford an elaborate school for employees, but the thing can be handled in a smaller way aeeording to eireumstances. In some instanees a regular school is not maintained but at intervals professional instructors are employed to leeture and demonstrate before the employees. The general custom is to have a course of leetures which employees are required to attend and take notes. Salespeople and others are encouraged to ask all the questions they may care to, and at the end of the course an examination is held to determine how much of the instruetion has 'soaked in.'

"Merchants are continually bewailing the fact that good sales-people are practieally impossible to find, and there is a good deal of reason for these complaints. Unquestionably the remedy lies in education. But where is that education to be had unless the merchant himself furnishes it? At the present time, so far as we know, there are no public sehools in which the prospective department store worker can secure adequate training."

Some Canadian groeery firms are working along the lines outlined above, but they are comparatively few in number, and there is great room for mueh edueational work along this line.

MIXED FARMING COMING.

WRITING FROM CALGARY, Alta., a Canadian Grocer representative says:—The crop prospeets in Southern Alberta this season are not as good as usual . The scarcity of rain over a large seetion has done considerable damage. However, during the last three weeks there have been frequent showers and a marked improvement has been made.

In the Northern and Middle section of the provinee there has been abundance of moisture and erops are in exeellent condition. In fact they have not looked better for a number of years. Taking the province as a whole, the harvest will not be a bumper one, but promises a fair average. Of course, every one desires a big crop, but there are many who think that a bumper would not be an undivided blessing.

Through the greater part of the provinee there has been a marked ehange in farming methods during the past two years, and grain raising has very largely given plaee to mixed farming. At one little town north of Calgary, from which a large amount of grain used to be shipped in former years, last season there were only about two carloads sent out. At other plaees the ehanges are not nearly as marked. It is not that the farmers in those sections are not growing large quantities of grain, but the great bulk of it is fed to cattle and hogs.

Old residents of the West say that two or three times in its history farmers have drifted away from grain raising, but just when they would bet nicely started, along would come a bumper erop, with good prices, when there would be a rush back to the old method of raising grain almost exelusively. It is to be hoped the farmers have now learned their lesson, and that mixed farming has come to stay.

Prices Upward Bound, Not Down

IN TIMES OF TEMPORARY business depression as at present, when many of that class which form the bulk of the trade with the grocery store are short of money through slackness in the manufacturing plants and general shortage of employment, the grocer may feel inclined to follow the example of his brother business men in other lines down the street and start in to hold a bargain sale. Some of them occasionally follow the inclination, but—

We repeat some of the grocers will at times cut prices and give bargains, BUT they are going it on a basis which will not give them any profit—probably in the hope of increasing their trade, they are selling goods at prices which will not cover the overhead expenses.

The difference is that the grocer is handling staple lines. There is nothing of novelty about his goods there is nothing of fashion to make it desirable to clear them out; there is absolutely no reason why he should cut prices unless he wants to lose money or unless he has been buying very foolishly and has too much stock on his shelves.

The argument to support this statement is not hard to find. We got down to the first business principle—the grocer cannot sell cheaper because he CANNOT BUY CHEAPER, and because there are not in the handling of groceries those elements of business speculation which cause price fluctuation.

Despite the fact that business has been quiet for some months, and that in regard to many lines of goods offered **there are much lower prices quoted,** the fact remains that the prices on staple groceries are rather higher than lower, and this applies to both plain and fancy lines. Nothing would prove more conclusively the solid basis **upon which the grocery business** is founded than that the flurry in trade has not affected the price quotations.

We print in connection with this article a summary of the most prominent of the staple lines which the grocer handles and the present quotations compared with those of a year ago, the figures in both cases being taken from Canadian Grocer. Sugar we find is dearer by 10c and flour by 20c.; prunes are much higher, beans are up 25c., potatoes are soaring away above last season, rolled oats are 10c. up, and, although quotations are hard to give comparatively, we find that tea and coffee have both been continuing on the up trend and that to-day the tone of the market in most departments is very firm. Raisins, it will be noted are cheaper, currants about the same, syrup remains at the same figure, as also does rice. Butter is cheaper but produce is handled so close, and the market so dependable on local conditions, that this is not significant any further than to support the argument that the butter market in this country has been on too high a basis for a long time; eggs and cheese are on the same basis as in 1913. In fruit we find that oranges are much cheaper but this was due to the destruction of the California crop of 1912-1913 by frost which left the harvest very short for last season; lemons and bananas are also a little easier, probably in sympathy.

Canned goods can be sold a little cheaper for the reason that the big pack last year flooded the market and prices were cut so low that the packers did not make much money.

There is much for the grocer to consider in these figures if he is considering price-cutting, and there is a good argument in them to convince the customer who is looking for cheap prices that the conditions of the market do not entitle him to bargains.

	1913	1914
Flour—Manitoba, 1st patent, ..	$5.50 to	$5.70
Rolled Oats—90 lb. sacks	2.25-2.30—	2.30-2.40
Butter—Creamery	0.26-0.28—	0.25-0.26
Eggs—New Laid	0.26-0.27—	0.26-0.27
Ham—Light, smoked	0.17½-0.18 —	0.17½-0.18
Bacon	0.17 -0.18 —	0.17 -0.18
Cheese—New, large	0.14¼-0.14½—	0.13¾-0.14½
Rice—Rangoon	0.03-1-3 -0.04—	0.03 -0.04
Tapioca	0.09½—	0.09½
Oranges—California Valencias	5.50-6.25—	3.25
Lemons—Virdilla	5.50-6.00—	5.00-5.50
Bananas—Bunch	1.50-2.25—	1.50-2.00
Potatoes—New Brunswick	0.75—	2.25
Potatoes—New	3.25-3.50—	5.00-5.50
Sugar—		
Extra, granulated, bags	4.40—	4.51
Raisins—		
Valencias	.08 -.08½—	.07 -.08
Prunes—		
30 to 40, 25 lb. boxes	.12½-.13¼—	.14 -.15
Currants—		
Patras	.07¾—	.07½
Syrup—		
Corn, barrel	.03½—	.03½
Beans—		
Canadian, H.P.	2.25—	2.50

MAKING MONEY.

A MAN WHO was once in the retail business and who now holds a minor position with a jobbing house remarked that "He made a lot of money when he was in the retail business, but he lost it all in bad accounts." He is typical of many retail merchants to-day who think they are making lots of money, but who will eventually find out that they have lost it all, or a considerable portion of it in bad accounts. He really did not make the money, but for several years he labored under the delusion that he was making money. His main object was to have a large turnover, and he did remarkably well in this respect. He found that many people were willing to pay a long price for the goods if they could only get credit. The indiscriminate giving of credit is a pit in which many retailers appear to fall, and which in many cases put them out of business. The retailer must constantly be on guard in order to keep the dead-beat and the many who cannot pay.

The dead-beat is a troubliesome foe, but there is room for an argument as to whether or not he is the most troublesome customer with which the retailer has to contend. One of the most troublesome debtors is the man whose intentions at the time of purchasing are good, and who places a large order for supplies, but finds out later on that he is unable to make a settlement. He belongs to a class of customers who cause endless trouble to the retailer. Many retailers are themselves to blame for much loss through bad accounts, on account of not watching collections closely and not employing a systematic method of collecting. This is a very important feature of successful retailing and too much stress cannot be laid upon it. July and August are two good months for pushing collections. The summer slackness gives the merchant and his staff plenty of time to devote to collecting accounts. The money gathered in now will help in paying for fall goods. You will probably find it easier to collect the accounts now than later on, because the longer an account remains on the books the harder it will be to collect.

Marking Goods and Inventorying

The Accepted Way Sanctioned by Custom and Convenience — Playing Safe in the Computation of Cost—The Policy of Large Firms.

Written for Canadian Grocer by Henry Johnson, Jr.

A CORRESPONDENT asks:

"In marking goods should they be marked at wholesale or should the cost of doing business be added?

"When taking stock, how should this be done? Put down at wholesale cost or which way?"

Goods are customarily marked at the wholesale cost, plus transportation and drayage charges, etc. In fact, I do not know of any grocer who does otherwise, nor can I see just how he could do otherwise. I should modify that statement by saying that such is the accepted rule and method, though many grocers are careless and inaccurate in the doing of it.

The proper way up to date, and the only practicable way I know about, is to take the wholesale cost and add to that all expenses incident to getting the goods into your store ready to sell, plus any reasonable allowance for shrinkage, according to the character of the items covered. The sum of these various factors will constitute your **COST.**

Be Liberal in Computing Cost.

The object is, of course, to get **COST** and all of it, just as accurately as possible. As, however, there is not an item which is not subject to some shrinkage, some moderate "buffer" should always be included in the computation. What the buffer shall be depends on the goods.

A case of canned tomatoes will yield so nearly 100% of its contents in sales that the least possible fraction needs to be added to cover losses. Thus, if you consider that the weight, gross, is 83½ lbs., it is well to work it up as 85 lbs. and figure freight and drayage thereon. Probably this will yield a total transportation cost of 13c. This should be called 15c, or 7½c the dozen. Thereafter you will always figure 7½c per dozen as the laid-in expense of any 2½ lbs. canned goods from an equal distance or the same wholesale point, unless there be a great variation in charges. You see, you will soon get over the ground and know just about what the cost will be on each size of package from the jobbing points at which you are accustomed to buy.

For contrast, take a box of fresh, ripe tomatoes, or rather such as we buy in semi-ripe condition. Here the shrinkage will be 50% or worse, though these are turned so quickly that the cost never reaches any cost-record. The point is that we must get our total cost and then a fair margin out of 50% of the total quantity paid for.

To get back to real groceries, let us take the case of 1 doz. wash-tubs. If you have plenty of excellent storage room, have good fortune in your help to handle such items and then enjoy a reasonably brisk sale on woodenware, this item will run into a possible shrinkage of perhaps only 10% to 16%. If you sell very few wash-tubs and they "knock around" six months or so before you sell 1 dozen, your shrinkage will run to 33 1-3%. Omitting all discussion of how to better such a condition and taking it simply as an existing circumstance, it is obvious that you must figure shrinkage according to your trade in wash-tubs.

Again, and finally, sugar will run almost invariably to a shrinkage of only about ½%—if more, there is something very wrong about your method of handling.

Accuracy is What You Want.

As stated, what you want is accuracy. But as all human things vary more or less, you cannot attain absolute accuracy, so what you must do is be sure to get in all the known factors and then take just a trifle more for "good measure." Once you get round the circle you will have accomplished several desirable things. You will have ascertained some solid facts about your costs which will open your eyes. You will have become so familiar with certain figures that future computations will come more readily and speedily to you. You will know more about your business. You will probably be a more careful buyer.

Impracticable to Figure Otherwise.

How could you pursue the other method?

Take your sugar as an example. Say it costs you $4.70 to-day and that your average expense of doing business is 17%. Divide the $4.70 by 83 (100 less 17) and your result will be $5.66 plus. That shows the cost of sugar to you plus your average expense, yet you sell sugar to-day at about 5c the pound. Here, then, you would show a loss of 2-3c on each pound sold, 66c on each 100 lbs. What kind of complicated accounting are you going to install to take care of such problems as that?

Again, take a canned peach which costs you $1.60, and sells for 20c the can. This stands at $1.67½ laid in and sells for $2.40. Figuring roughly, you add first the 17% expense, which gives you $2. Then you still have 16 2-3% absolute net margin, or true profit on this item.

These various examples indicate why it is much more practicable, in fact, the only practicable way, to average the margins as well as the expense, being everlastingly **CAREFUL** all the time to get costs **RIGHT** and be liberal with yourself.

(Continued on page 47.

Thousands Follow the Grocers to the Falls

Hamilton and Brantford Associations Again Unite for a Great Day—More Than Eleven Hundred Gallons of Beverages Given Away—Many Races, a Ball Game and a Tug-of-War.

Covered for Canadian Grocer by Staff Correspondent.

NIAGARA FALLS, Ont., July 22. —Once a year the waters of the big cataract fall to the tune of the Highland Pipers, a Highlanders' band and a "rube" orchestra. On the occasion in question there is, of course, other music there, and it is only necessary to mention that you also hear the musical oratory of "Bay" Hill and the megaphonic transmission of notes that announce a baby show or a soap race, to be able to guess that the Hamilton and Brantford grocers have invaded the place. On picnic day in Hamilton the streets, they say, are deserted. It would be about as difficult to purchase a pound of tea on the great day—at least from a member of the association—as to turn the falls themselves back the other way. "The one big day of all the year," is how the poet would sing it, and when you watch from 50 to 60 car loads of people amble into Victoria Park you realize that the man of verse hasn't shot very wide of the mark.

Statisticians have since been figuring on the number present and from latest reports it exceeds 6,000 souls—a mighty throng for President J. M. Semmens to control. Then besides, the Brantford Retail Grocers and Butchers Association brought over a contingent of some eight or nine hundred to swell the army.

Free Drinks for All.

If you don't believe the above figures, just harken unto this. The Hamilton and Brantford grocers are philanthropic men. That the grocery store is the biggest charitable institution in the country is a truism that has long been true. While it may be that the charity is not dispensed altogether gratuitiously, nevertheless it is real just the same; but herein may lie the chief difference between this variety of charity and the philanthropy practiced by the grocers on the occasion of their annual picnic. In an enormous pavilion—one that would rank in size favorably with the barn on a 200-acre farm—were dispensed to all ticket holders all the free drinks they had a mind to desire. "Ask and ye shall receive" was the imaginary sign that hung above the entrance. It was a case of history, and Biblical history at that, repeating itself. In all, 560 gallons of tea and coffee were given away; 200 gallons of lemonade and orangeade, and 200 gallons of milk, making 1,160 gallons of liquid altogether, or 4,640 quarts. No less than 200 lbs. of sugar were required to make the beverages more palatable, and 4,500 pasteboard pails in which to carry away the wet goods.

No. 1—The Baby Judges—Mayor Allan, H. E. Commissioner Ellis, and D. B. Wood. No. 2—J. A. McIntosh, H. Kirkpatrick, Jno. Kew and others. No. 3—Wm. Smye, Eric Jamieson, Jas. Burns are conspicuous.

The two presidents, John Kew, of Brantford, and J. M. Semmens, of Hamilton, wore their brightest summer smiles. One would have thought that neither ever had a care in his life. Old Sol smiled, too, and anyway who would not upon such an assemblage? The park was never so thickly populated since the last picnic, and our old friend, the aforementioned Sol, never before looked down on the green sward of the park when the several engagements were more keenly contested or of such a variety. Youth and beauty shone resplendent, and, while the latter is possibly not actually a requirement in winning athletic contests, yet it invariably runs a favorite. Particularly is this the case when the judges and a coterie of their aide-de-camps are watching for the victors in a ladies' soap or tea engagement.

If the big grocers' picnic has become famous among new mothers for one thing more than another it is the baby show. The 91st Band, while it would undoubtedly stand its ground even in the thickest of a military encounter, had to vacate the grand stand before the advance of the mothers with their offspring. Brave men they say are cowards in love—and the philosopher might have added when the ruler of the household sways the chastening rod. So the band moved away, and the mothers, each with "the best baby in creation," held the fort. Some thirty of the rising generation entered the contest, and it was a proud moment for our mutual friend Jim Burns, the grocer, of Brantford, when his grandchild captured the coveted trophy. Then there were contests for heavy babies and twin

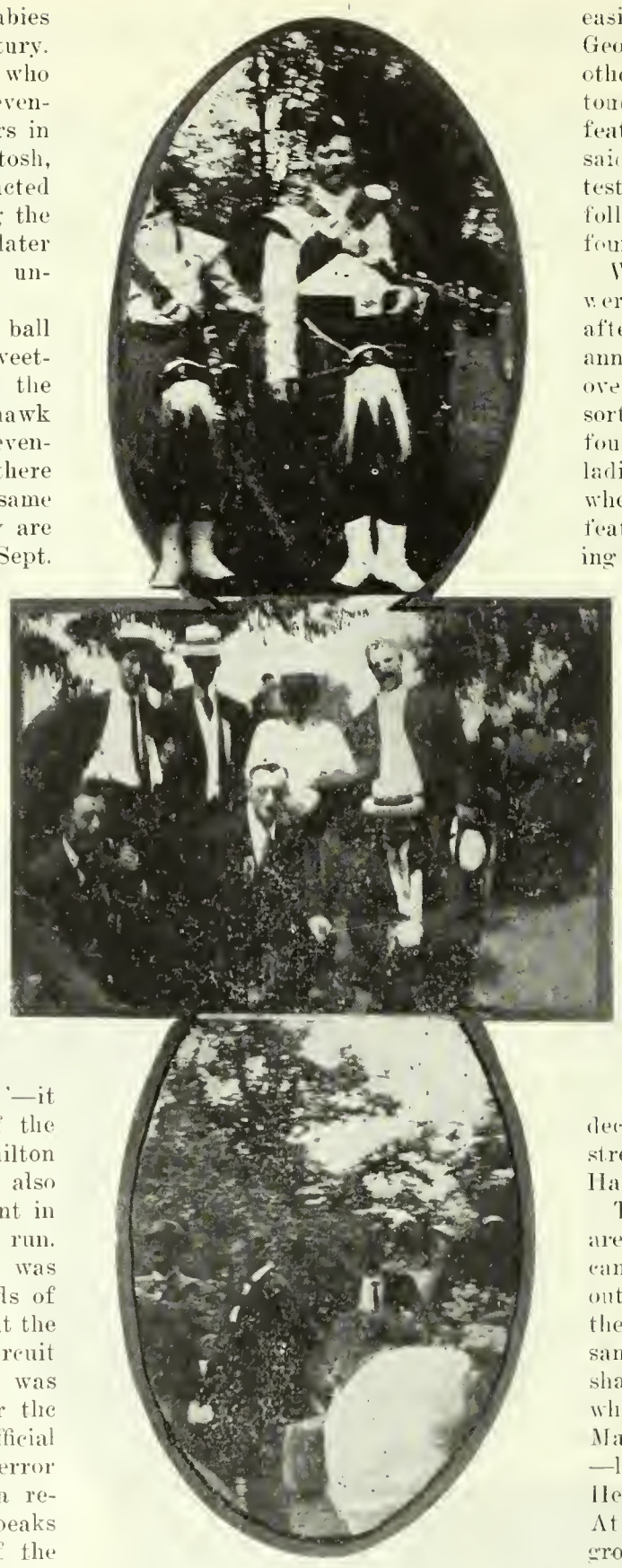
babies, also for those who were babies at the earliest dates in the last century. A man of 85 and a woman of 70, who have long since entered upon the eventide of life, were judged the winners in the old-age contests. J. A. McIntosh, Eric C. Jamieson and M. R. Hill acted as guard on the grand stand during the judging of the babies, but it was later learned that the judges escaped unscathed.

From a Hamilton standpoint the ball game in the morning was a dainty sweetmeat, but a rather bitter pill to the Brantford braves. Over in Mohawk Park, which lies resplendent in the evening shadows of the Telephone City, there was once a ball game between the same rivals. And if the pages of history are turned back (Canadian Grocer, Sept. 19, 1913) there will be found recorded the story of a ball game in which the principal character was one Michael Cummings. On that occasion the lot fell upon him to do the twirling, and he won even in the face of 13 runs being scored against him in one of the innings.

It is often said of ball players as well as prize-fighters that they never come back; nevertheless, Michael came, and Hamilton carried off the smokes with the long end of a 9 to 3 score. Eye-witnesses say that Mr. Cummings was pretty much the whole works. It was not until the last inning that Brantford secured a run, and that was due to the missing of the "balloon"—it was the indoor brand—by one of the outfielders. Otherwise the Hamilton pitcher claimed a shut out. He also helped himself to being a participant in a fast double play and a home run. President J. M. Semmens himself was not to be outdone, and in the words of the daily paper sporting writer, "put the ball into the bleachers for a circuit clout." A sparkling double play was too perpetuated by D. Hobson for the Hams. On the word of the official scorer, there was not a single error charged up against either team—a remarkable record—and one that speaks well for the scientific methods of the grocers of these two live Western Ontario cities.

Pitcher Hammar of the Brants, and E. Croley, the receiver, were perhaps the shining lights of the losers—but then what can a scientific battery accomplish when the players in the ranks don't wear skirts? The ball simply passes through. But in the autumn at the Hump the Brantford boys say there will be a different story to tell.

The combatants lined up as follows for the fray: BRANTFORD—Newham, 1b.; W. Greensides, 2b.; B. James, ss.; H. Croley, 3b.; Roy Hadden, cf.; W. Jewell, lf.; T. Hammar, p.; C. Miller, rf.; E. Croley, c.



Top snap is one of the Highland pipers—or rather one and a half. No. 2 shows a group of Hamilton grocers with the wind blowing, and No. 3, on the grand stand, with Bay Hill, judging the babies.

HAMILTON—H. Cummings, p.; J. Blowie, c.; H. B. Blowie, 1b.; D. Hobson, 2b.; J. M. Semmens, 3b.; Geo. Cann, ss.; J Jamieson, rf.; E. Henderson, cf.; H. Smith, lf.

At the Hamilton and Brantford picnic there are always a number of ladies' contests. This year was no exception. And of course the winners require the attention of the judges and their friends on the line. There are always several applicants for the position, and it was easily worth the trip to watch Jno. Kew, Geo. Bickle, J. A. McIntosh and the others handle the "grab bags" as they touched the tape. The soap race was a feature as usual, and it can safely be said that when the critical eye of a contestant viewed her lingerie remains the following morning, the soap would be found an exceedingly timely article.

Within earshot of the tumbling waters were heard at frequent intervals all afternoon the stentorian tones of the announcer. The megaphone worked overtime, for there were contests of all sorts and varieties. Among them were four tea races; races for all kinds of ladies, both married and single; cart-wheel and pick-a-back races; a red feather race; men's and women's walking races; fat men's and sack races, shoe races, and races for all shapes and sizes of the human race.

We have all heard and talked of the pulling power of an ad., the pulling power of a window display, and of good fixtures, but at the picnic the pulling power of man was demonstrated. This was in the tug-of-war between picked teams of Brantford and Hamilton grocers. Messrs Whittington, Hodiganson, Whittingham, Gilligan, Walsh, Hoe and Warren were the gladiators selected by the Brantford men, and M. Sullivan, W. Hartley, J. L. Brown, F. Dunsmore, A. Adams, J. Sutterbee and G. Ante upheld the honor for Hamilton. The latter was given the decision after a few moments of intense strenuous pulling—and once again the Hamilton boys smoked.

The grocers' picnic is one the travelers are fond of. It is a day on which they can mingle with their customers without "boning" them for an order. So the knights of the grip men left their samples at home and handed out handshakes, smiles, puzzles and cigars, all of which made the great day a greater one. Many of them divided their attention—like a fickle admirer—between the Heights at Queenston and Victoria Park. At the former location the Toronto grocers and their friends were disporting themselves in the shadow of the tall monument—so almost the entire Niagara Peninsula was alive with the trade that day.

The Hamilton Games Committee consisted of J. L. Brown, Chairman, E. H. Young, Secretary, E. M. Souls, J. Forth, J. McLachlin, J. Vanator.

John L. Brown was the chairman of the Excursion Committee, Jas. Main, Treasurer, and M. R. Hill, secretary.

Chairmen of the other committees were: Transportation—J. Kirkpatrick. Refreshment—Adam Ballantyne. Printing—W. Smye. Music—H. Taylor. Reception—J. A. McIntosh. Finance—E.

(Continued on page 38.)

London Grocers Enjoy Excursion in Toronto

Came by Train and Took in Many Side Trips—Some Amusing Incidents of the Day—Hat, Cigars and Sandwiches Lost.

London, Ont., July 22.—(Special.)—On Wednesday last the London Grocers' Association enjoyed their tenth annual excursion, as announced briefly in last week's issue. After several wet and cloudy days, the sun broke forth in all its glory to welcome the grocers, their wives, friends and sweethearts, that assembled at the C.P.R. depot early in the morning to board the special train of ten vestibule coaches and baggage car for Toronto.

Before the train had gone far afield the hustling committee men became actively engaged in the chief duty of the trip—the passing around of the baskets of sandwiches, oranges, bananas, olives, soft drinks, etc. This is but one evidence of how the London grocers treat their friends when they meet them outside the store. Smiles are not confined to faces behind the counter. The D. S. Perrin Company, the McCormick Company, and the Noble Biscuit Company gave away souvenir packages of biscuits and candies, which, together with the good things passed around, made the trip a most pleasant one. Under the guidance of President Adam W. Palmer, all went merry as a marriage bell. Gordon Drake, George H. Ellis and George Ecclestone were, perhaps, the busiest men on the train apart from the engineer and fireman. They took up their positions behind the counter in the baggage car, both going and coming, and demonstrated to the satisfaction of everybody that they are by no means novices when it comes to serving people. President Palmer, Treasurer Thomas Shaw, J. A. McFarlane, Harry Ranahan, H. P. Rosser, J. W. Eddy, H. R. Hooper, "Billy" Elliott and Secretary Harry Harley looked after the distribution of the good things from the baskets. They certainly made everybody feel at home.

A Place for Everyone.

Arriving at Toronto about 10 a.m., the excursionists went out to enjoy themselves according to their hearts' desire. Some took motor car trips around the city; others went to the Island; still others to the theatres, Scarboro' Beach and the Canadian League ball game. The London grocers were represented everywhere. It is reported that Past President Ranahan bid good-bye to the ball game in the fifth innings—too many errors was evidently the cause. It was, too, fortunate that the prices of hats were all marked down in the Toronto stores from the standpoint of Gordon Drake. His London headgear, it is said, was left with a Toronto millionaire. Lew Summers, with others, spent the best part of the day at Scarboro' Beach. "I love the cows and chickens, but this is the life" was one of the remarks that might have been heard from him on the return journey. J. A. McFarlane very wisely looked for the cool spots and found them on the ferry boat. It is nothing but natural that Treasurer Tom Shaw, who is one of London's most ardent bowlers, should seek out the finest pair of bowls for his big tournament next week.

A most pleasing feature of the journey was the concert in the baggage car. E. J. Ryan, H. P. Rosser, H. Fountaine, George Ellis and Harry Ranahan contributed solos and choruses, while George Ecclestone, Tom Shaw and Harry Harley entertained the company with impromptu speeches. After his effort, Ed Ryan was presented with the mustard for some unaccountable reason. One of the few mishaps of the day was the departure from the baggage car at the Union Station of seven boxes of "smokes." Just whether the market clerk will retain his position of doorkeeper another year is a question.

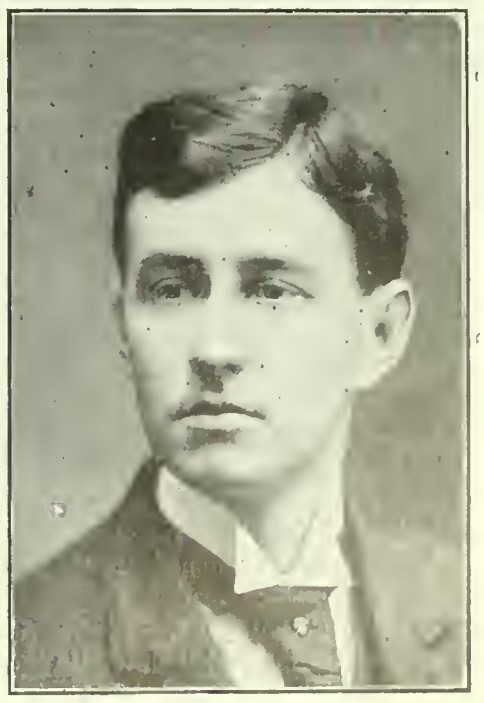
In the midst of their gaiety the London grocers are not unmindful of the folks at home. A quantity of sandwiches and fruit that was left over from the picnic was to be sent to the Orphans' Homes on Thursday, but unfortunately it disappeared from the C.P.R. yards here early that morning. There evidently is a case here for some adventurous Sharlock Holmes, as the doors were locked and the windows barred.

The committee in charge of the excursion was: President A. W. Palmer, Secretary Harry Harley, Geo. H. Ellis, J. W. Eddy, Thomas Shaw, G. B. Drake, Geo. Ecclestone, Harry Ranahan, H. P. Rosser, H. R. Hoper, J. A. McFarlane, Alfred Care, R. E. Blinn, J. T. May, W. J. Teeple and E. J. Ryan.

Among the friends of the grocers present were: W. Hungerford, of A. M. Smith & Co.; W. Ripley, of M. Masuret & Co:. R. J. Donaghy, grocery broker; Dan Carter and John Diprose, a former president of the association.

ADAM PALMER,
President London R.G.A., which held its excursion last Wednesday.

THOS. SHAW,
The Treasurer who found time to enjoy the trip.



G. B. DRAKE,
Member of the committee who helped to serve behind the counter in the baggage car.

Toronto Grocers Have Big Day at Queenston

A Beautiful Sail, Ball Game, Sprinting Contests Among the Features—Travelers Emerge Winners in the Soft Ball Game—Some Marathoners Among the Grocers.

Reported by Staff Correspondent.

QUEENSTON HEIGHTS, July 22. —A hundred years ago when General Brock drove the enemy from a tall hill on the banks of the Niagara River, little did he think that the place would feel the tread and tramp of thousands and thousands of the coming generations. But since that time historic Queenston Heights have bowed greetings to army after army, but of peaceful men, as they climbed the now well-worn path to the seat of the great monument, which all through the ages has ever gazed over the smiling fields below.

On Wednesday last there were battles here again, but not of the dreaded warlike variety. The Toronto Retail Grocers' Association invaded the place with several hundred of their friends, and captured it without a struggle—but the subsequent skirmishes between grocers and travelers, grocers themselves, fat men, young ladies, and young men were not won without a contest every time. It was indeed a treat to see the members of the trade scamper like "two-year-olds" over the green sward in pic-nic garb; but no evidence has as yet come to hand testifying that they all "legged" it as rapidly to their stores the following morning. If the whole truth were known, the surmise would probably be correct that a few bottles of liniment were absorbed by contrary muscles before the effects of the outing passed from the legs and arms of the marathoners.

Closed For The Day.

Be that as it may, the boys had a great day. The Toronto grocers' pic-nic is a popular one in the Queen City and the "absent" sign hung in front of many a store. Of course, there are a few people not connected with the trade—apart from the fact that they find the grocery store a convenient place when supplies for meal time are required—who were unaware of the cruise to the Heights under Admiral Neil Carmichael. This was responsible for the remark of one of them as told by a membeer of the Association. He happened to be passing a store in the morning which bore every evidence that the proprietor was not open for business that day. "Who's dead?" he asked as he observed the absence of the customary activity; but the proprietor of that store was very much alive here at Queenston Heights, as shown by subsequent events.

Notable among the features of the day was the sail across Lake Ontario. The good ship ploughed her way through not only the blue waters, but the silvery rays of as resplendent a sun as ever rose up from the underground. "O Perfect Day" was hummed under the breath of many a grocer. As a matter of fact, the grocers always have a fine day and a fine time, Providence, no doubt, being anxious to make atonement for their cares and worries of the rest of the year.

In the absence of his wife who is West on a visit, Donald McLean, apparently taking advantage of the occasion, decided on the elimination of a portion of his features just prior to the pic-nic. In short, his moustache was missing, and he was kept so busy re-introducing himself during the day that he did not get a chance to win any of the prizes. The shining lights from the standpoint of the races were Dave Clark, Fred Thorne, and Harry MacDonald. The former took leave of the grounds with a first and third prize which meant sufficient sugar and cereal (for table use) to carry him through the alleged trade depression. Fred Thorne captured a first and second and incidentally a quantity of tea, pork and beans, canned chicken, etc., so that he is prepared for his annual outing trip whenever the time arrives. Our Sorauren Avenue friend, Harry McDonald, drew a hammock, a case of rolled oats and a floor polisher in three times up. The most notable races of them all were those in which the fat men were engaged and the Dominion Sugar contest. These were won respectively by Mr. McDonald and Mr. Clark by a stomach, so the judges claimed. In the sugar race W. J. Parks and I. V. Marshall were the runners-up, and with each getting sugar for the attempts, were very acceptable visitors in the homes of their wives that night.

The St. Lawrence sugar race of 100 yards, open to the trade, was taken by H. Lush, F. Marshall and L. Kennedy.

The Travelers Benefit.

M. Blendin, H. Lush, and J. Connolly showed their heels to the rest of the field in the Toledo Scale race, open to grocers and clerks. Some soap, cleaning powder, and ham were distributed among W. C. Patterson, W. G. Varty and W. Williams in the travelers' race. The first two items will possibly be very welcome if the hot weather continues longer. They They will come in quite handy after a train trip on a windy day.

Condensed milk and coffee and rolled oats were "copped" by the victors in the Grocers' Handicap. The fleetfooters in this were J. E. Thompson, H. Lush and H. G. MacDonald. In the Grocery Clerks' and Drivers' contest, P. Beaume, E. G. Bush and P. Fivell demonstrated just how rapidly they could get to the store in the morning in a pinch.

W. Aston and H. T. Davidson were there to see the Reckitts Polish race for grocers' wives—also the husbands of the wives were interested bystanders. The husbands of Mrs. Hastings, Mrs. Bush and Mrs. Barrie were the lucky men. While Dave Bell was not among these fortunate ones, he nevertheless ran a close second to Fred Thorne in the committee race, with W. J. Parks and H. G. McDonald third and fourth.

Won By A Single Run.

A whisper on the side from a grocer who took part in the ball game was to the effect that it be not recorded in this history. Nevertheless we feel it our painful duty to find it a place in the archives. At that the score was mighty close, according to D. W. Clark, the official scorer—but the drummers won, 11 to 10. J. S. Bond took his life in his hands when he essayed to umpire; but his quick, decisive and unrelenting decisions early in the game soon demonstrated he was master of the situation, just as was General Brock a century before a few yards from the now peaceful ball grounds. The following phalanx of travelers lined themselves up for the game:—Dean, Miller, Patterson, Cormick, Geo. Patterson, Baumgarten, Davidson, and O'Leary. The grocers in the game were McLean, Canfield, Johnson, Canfield, Cork, Stalford, Lawrence, Burns and Bullock.

On The Side.

Wherever there is a table not in use, there will you soon see four euchre players, namely, Donald Nicolson, D. W. Clark, Bailey Snow, and J. Davison.

If one had no puzzle to solve going over on the boat it was his own fault. There were biscuit and baking powder puzzles, baby guessing contests (ask

Snap Shots of the Picnic.

1.—The committee line up to get their picture taken.

2.—The three marathoners who won the fat men's race—H. G. MacDonald, F. C. Thorne and D. W. Clark.

3.—The camera was too small to get in the four big Euchre players—Donald Nicolson, D. W. Clark and Bailey Snow are shown, but J. Davison should be there.

4.—Everybody on deck—President, Neil Carmichael on the right. Others on top row are Harry MacDonald, W. J. Parks, and D. W. Clark. In front are J. S. Bond and Donald McLean minus his moustache. 5.—President Carmichael picking the winner. 6.—A few of the boys—among them "Billy" Miller and Dave Bell. 7.—Brock's Monument.

Wes Williams about this), mechanical puzzles and a dozen and one others.

"Billy" Miller has a story to tell about a blue-berry pie, a boiled shirt front and a funny yarn—and later a laundry.

President Neil Carmichael spent a busy day catching winners. One of the snap-shots shows him in the act.

Seventen annual pic-nics without a bad day is among Donald McLean's remembrances.

W. J. Parks announced the skirmishes through the big megaphone.

Harry MacDonald was starter and J. S. Bond, J. M. Cork and D. W. Clark the judges.

The Toronto City Council was represented by the popular alderman from Ward 6, D. Spence.

A fair maiden gazing intently at the Brock monument, proudly exclaimed: "Our street's named after him."

One grocer who was closed all day was interrupted at breakfast by a call at the side door with the query: "Who's dead?"

Wes Williams has become so aldermanic-like, that it was necessary for him to "sit down"—you're rocking the boat.

To the Boys at the Falls we send our regards,
The heat is so 'tense we're all playing cards;
I never saw such ability shown,
On the "order up" and play it alone.

—A greeting conveyed from Queenston by E. C. Jamieson.

THE PICNIC IN VERSE.

Although impressed with the fact that his copy must be in early, the official picnic bard sent in the following just as we were about to go to press:—

Near the monument of Isaac Brock
Some Toronto groeers got a shoek;
'Twas something they did not expeet;
In after years they'll reeollect.

How President Neil, he put one over,
Just like a "home run" into clover,
And now the story we will tell:
In the leading "role" was David Bell.

The day was fine; the sun was hot.
All said " A Drink" would help a lot.
A generous firm had sent a case
Of Grape Juice douated for a race.

But "Neil" he knew that it was there,
And to all guests he did it share.
It was soon gone; "of it I'm fond—
Nothing stronger for me," said J. S. Bond.

Now those who didn't have Grape Juice
Were dry; and some as mad's the deuce.
But the news went round that MacDonald knew
That Neil was "wise" to some other "Brew."

So a dozen or more
Did Neil implore
To give them the key
To get at the "Ski,"
"We're all thirsty."

Quoth Neil:
"Come hither boys,
Make not a noise;
'Neath yonder tree
And I'll give thee
'A Drink, a Drink,' in Secrecy."

With stealthy step
And lapping tongue,
Fred. Thorne expects
To force the "Bung"
And quench his thirst in Secrecy.

And on they went:
Some glanced around
To make dead sure
No wives were round
To queer that Drink in Secrecy.

"Have we far to go?"
Asked Bailey Snow.
"Look out for your wives,
It's worth your lives
If we're caught at it in Secrecy.

Leading the bunch was David Bell;
Any outsider could easily tell
His eyes were fixed right on the mark,
And at his heels was David Clark.

A wink a nod, the crowd it grew.
I counted them, just twenty-two.
Neil paused a minute to borrow a glass
From a picnic party on the grass,
To give that drink in Secrecy.

"I'm as dry as a fish,
I do so wish
You'd fill mine to the hilt,"
Said one called Milt.
I'm a Church man, "'nuf sed" in Secrecy.

They arrived at the "lieu";
"Bond" took in the view;
Parks sat on the ground.
While Jerry Burns looked round
To have that drink in Secrecy.

"Abolish the bar
Would be a shame
On a day like this."
Said Donald McLean,
"Just a monthful for me" in Secrecy.

Just then Mr. Neil, who's as smooth as silk,
Rolled round from the tree five gallons of milk;
But on opening the can
There wasn't a man
Who said "I'm thirsty."

—⚙—

THE WINNER.

The man who wins is an average man,
Not built on any peculiar plan,
Not blest with any peculiar luck,
Just steady and earnest and full of pluck.

When asked a question, he does not "guess,"
He knows, and answers "no" or "yes,"
When set at a task that the rest can't do,
He buckles down till he's put it through.
Three things he's learned; that the man who tries,
Finds favor in his employer's eyes;
That it pays to know more than one thing well;
That it doesn't pay all he knows to tell.

So he works and waits, till one fine day
There's a better job with bigger pay,
And the men who shirked whenever they could
Are bossed by the man whose work made good.

For the man who wins is the man who works.
Who neither labor nor trouble shirks,
Who uses his hands, his head, his eyes;
The man who wins is the man who tries.

—The Optimist.

The Country Store and the Farmer

The Situation Reviewed by a Western Lady

Editor's Note.—Out in the West there is an elderly lady living on a farm who has never spent a cent with the mail order houses! This sensible person has bought all her goods from local merchants because she has realized that her interests and theirs are identical. Canadian Grocer heard of her and decided that it would be interesting if she could be induced to give her reasons for patronizing the home merchant. In reply she has written what she believes to be the way that merchants can encourage farming customers to forget the mail order habit. In letter a suggestion is made that the country merchants would benefit by the services of efficiency experts who would call on the country merchants and explain the workings of new systems, methods, etc., thus helping the country merchant to be better equipped to combat mail order competition. The suggestion is a good one; but this very plan has been followed out for many years past by the trade journals. Mail order competition has been discussed from all angles, new methods adopted by dealers have been explained. Suggestions covering all phases of the country merchant bnsiness have been discussed time and time again. It is donbtful if any corps of organizers or efficiency men could begin to benefit the retail merchant to the extent which has been accomplished and will in future be accomplished by the trade jonrnal.

THERE is a great deal of discontent these times in small country towns and villages over the decreasing local business done and the increasing trade going to the big mail order houses. This is becoming a serious issue in many districts, and any suggestions that will help to put things on a better footing ought to be welcomed by storekeepers and farmers alike. There is no doubt that in days gone by the country stores were very profitable. There was little competition, and they could charge what they liked. The farmer felt this, but had no recourse but to buy locally. Now, however, with increased railway facilities, or a parcel post, they can trade in the city with the mail order house, where they get greater choice and where the prices are sometimes less than in the country store. And, after all, farmers are human, or want to buy as cheaply as they can.

They probably have not realized that by deserting their home store, they have taken the first step in the wrong direction. They have not thought that if everybody did the same, there would be very little business left for the local storekeeper; they have not realized that all money so sent away is lost to the community and never finds its way back.

On the one hand the storekeepers are discouraged at their losses; a few have taken the right way and are introducing better methods and winning back their business, but many do not understand where they are wrong or how to set about bettering things.

On the other hand, the farmers feel that they are a little bit smart to get ahead of their local men. What is wanted is co-operation between the farmers and storekeepers and not stand-off resentment, which will never result in any benefit to anybody. Let the farmers go to the storekeepers and say frankly, "If you can give us what we want at reasonable prices, we will be glad to deal with you;" on the other hand, the local man can cater to him a great deal better than a distant mail order house that doesn't know him or his tastes and has no personal interest in the matter.

What the country storekeeper wants is some sort of advisory expert, as they have in other businesses, who would visit the country store, go over everything and help with advice.

Suppose a factory is not paying as it should, an expert is called in who goes over each department, timing the machines and the men at work, calculating the cost of each hour's work, etc.; until he ferrets out where the loss is occurring.

On the old worn-out farms, where the farmers have got discouraged and the land seems to them only fit to grow weeds, the Government is sending out expert young farmers from the colleges, to live on the farm with the farmer and test out and try new methods, and are succeeding in making them pay their way.

It needs practical demonstrations to introduce new methods; and right here I see an opening for a few capable clever organizers to go out and remodel the country stores, and have heart-to-heart talks with the customers. Such men might well be sent out by the wholesale houses combined, the storekeepers being charged a certain amount for the benefit of their help.

That it is possible for the country store to compete with the mail order houses has been proved, and the farmers will soon find that it is more convenient and a great saving in time and money to buy at home. That in patronizing their local men they are indirectly benefiting themselves.

—⚙—

Adolphe Paquette, a Montreal grocer, sustained fire loss recently.

THE CLERKS' DEPARTMENT.

"CUTTING IT OUT."

By J. Victor Tobay.

Jack was a grocer. He was young, had saved up a little money and had launched into business for himself. Like most young men, he was fond of company and was a "boy among the boys." Not bad, but just a light-hearted, jolly sort of a fellow who was popular with everyone.

Coming into his store one day a fastidious young lady complained that the groceries she had got the day before smelled of tobacco smoke. Jack made some sort of lame explanation, but all of a sudden he realized that smoke and groceries would never do in the same place. Picking up his favorite pipe and throwing it into the stove, he simply said, "I am going to cut this out." And he did. Never again did a customer see Jack with a pipe in his mouth during business hours.

One night Jack was out with the boys. Taking a glass or two too many, he came to business the next morning with a headache, and with the "morning-after-the-night-before" feeling. Totaling up a monthly account which a customer had hurriedly run in to pay, he made a mistake of $10 in the customer's favor. Shortly after when his bookkeeper discovered his mistake, he thought of his indiscretion the night before and simply said, "This will never do; I am going to cut it out." And he did.

Finding that there was a leak in the profits somewhere and that his business was not growing as it should, he immediately started to find the cause. Carefully watching his clerks, he found that every one without exception, in their ardor to give honest weight gave from ½ oz. to 2 ozs. overweight in nearly every instance. A little rapid calculation showed Jack this leak alone ran into hundreds of dollars a year. Calling his clerks together, he explained the situation and they "cut out" the overweight and a decided improvement in the profits was soon noted.

As time went on Jack noticed that the net total of business done was not growing as it should. As he wondered why, he began to ask himself if he was not absent from business more than he should be, and if the bowling lawn and the game of tennis had not too great an attraction for him. He decided that he was guilty, and made up his mind to "cut it out"—at least during store hours. He soon discovered that no matter how efficient a staff of clerks might be, they could never do the work of the "boss," especially in a small business.

So Jack went on "cutting out" this and that and adopting ways and means that were up-to-date and productive business-getters. The result was the best-known and successful grocery business in all the city.

Years sped on, and Jack, still in harness, but weary of work and the weight of years, fell sick. The body grew weak, the heart worked lazily and breathing became impossible. So Jack "cut it out," and thus died a successful grocer.

"THE KNACK OF SELLING."

The System Magazine, Wabash Avenue and Madison Avenue, Chicago, have issued an excellent set of booklets on the topic of salesmanship under the title "The Knack of Selling." They summarize in a very attractive and informing way some of the best principles of salesmanship. The books are entitled "Mapping Out the Canvass," "Managing the Interview," "How and When to Close," "Finding and Correcting Your Weak Points," "Getting In to See a Prospect," "Acquiring the Art of Mixing." The books are written in an attractive and readable style, while numerous illustrations from the experience of successful salesmen increase the value of the set. To many salesmen some of the individual suggestions will be easily worth the cost of the whole set of books, which is $5. The books are convenient in size and shape to carry in the pocket for utilization in spare time.

We are always learning something new. The man who thinks he knows everything, proves he doesn't.

The men who spend all their time reading the Bible will be surprised when they get to Heaven and find that the men who always paid their grocery bills are occupying reserved seats in front.—Ex.

THE ENCYCLOPEDIA

BRUSSELS SPROUTS.

Brussels sprouts is one of the numerous special varieties of cabbage, cultivated in Belgium since early in the thirteenth century and now grown in every temperate climate. It is distinguished by its long stalk, to which are attached a number of miniature cabbages, each an inch or so in diameter, which in the best varieties are when raw nearly as firm and hard as the stalk itself, but when cooked are as tender as fine cauliflower, and possess a very delicate flavor. The chief season is from September to January. The outer skins should be peeled off before cooking, and boiling should be continued only long enough to make the "sprouts" tender—their best qualities are lost and they become watery and mushy if overcooked.

* * *

TURMERIC.

Turmeric is the yellow root-stock of a plant of the ginger family marketed both in root form and as a powder. It is the principal ingredient in curry powders and is also used for mixing with mustard and other spices. Its yellow color, after extraction, known as Curcuma oil and Curcumin, is employed as a dyestuff, in chemistry, etc.

* * *

ANCHOVIES

The anchovy is a small fish of fine and peculiar flavor, a member of the herring tribe, and closely resembling the English sprat. It is found in several parts of Europe, but is most abundant in the Mediterranean, especially in the vicinity of the Island of Gorgona, near Leghorn, where also the catch is generally conceded to be of the finest quality.

Anchovies are prepared for exportation by removing the heads, intestines and pectoral fins and packing in rock salt in small kegs, to be later bottled, whole or filleted, in oil or salt, etc., or otherwise repacked for retailing. The small fish are valued more highly than the larger.

Anchovies are also extensively potted and made into a butter or paste and a sauce or essence. The ancient Greeks and Romans prepared the sauce or relish known as "Garum" from them.

GROCERS AT THE FALLS.

(Continued from page 32.)

Hazell. Auditors—G. Dawson and J. A. McIntosh .

Gus. Ante was the games committee chairman for Brantford, and E. H. Young, the secretary.

PICNICLETS.

Jno. Kew and Jas. Main made sure the money was safely in the bank at Niagara Falls before they became ordinary picnickers.

* * *

J. W. Mellen, of Brantford, president of the Ontario Grocers' Section and also of the newly formed Dominion Grocers' Section of the R. M. A. could not be found by your correspondent. No doubt he was lobbying for "jiners" for the organization.

* * *

Eric C. Jamieson has some Montreal yarns to tell—get him into a corner.

* * *

It was reported late in the afternoon that "Bay" Hill was last seen assisting the baby judges. Could it be that he gained the displeasure of any of the mothers?

* * *

Geo. Bickle, of Brantford, assisted on the line to grab some of the fair runners.

* * *

The skirling of the bag-pipes kept J. A. McIntosh and the other brawny Scotchmen in fighting trim.

FACTORS WHICH COUNT IN A LOSING BUSINESS.

(Continued from page 25.)

The next minute another customer enters, and walks straight to the clerk, who attends to her. Lots of women would leave a store for such a simple thing.

I saw a Chinaman enter a store one day. He asked me for a certain article, thinking I was a clerk. I pointed across the store, but he would not move. Then I called the manager's attention, and he touched a gong. Still the Chinaman was not served. Five minutes later, after gazing into one or two cases, the Celestial got tired and walked out. His purchase would have amounted to a dollar. No one can say how much business he took to the next store.

I had finished a pleasant interview with a grocer in Fort Rouge, Man., in the month of March, and as I prepared to go, he said: "I am always pleased to chat with men like you. There is not a traveler comes into this store with whom I do not find time to speak. If I am not buying, I tell him so, but I am always glad to see him, for I learn something from them all. I know lots of merchants who are always too busy to see anyone unless they are buying something. They miss a whole lot."

Yes, I often pity the poor travelers who have to deal with this man's opposites. Some grocers would profit by joining a sunshine club. They have studied system, window-dressing and questions of cost until they have grown sour. The day of stopping a customer in the street and enquiring about the baby has passed with a great many, but as soon as a merchant loses his manners, he loses some of his business. It is good to be able to say that the majority of the men who are building up prosperous businesses are those who are not only students in all phases of salesmanship, but who are courteous to customers, and who operate clean stores and prompt deliveries.

HANDLING FRUITS IN SUMMER.

(Continued from page 23.)

in the city, I order fresh fruits every morning and just the quantity I think I can handle during the day. On bananas I make from 75c to $1 a bunch. On oranges I average 25 per cent., on berries 20 to 25 per cent., on pineapples from 40c to 50c a dozen; but on lemons I do not always get out with a profit.

* * *

G. E. WILSON, CENTREVILLE, N.B.—I never accept a shipment which does not open out well, and I try to purchase in safe quantities. The best fruit is always bought, it is handled carefully and kept in the refrigerator at nights. I aim to turn my entire stock over twice every week at least. When the goods arrive they are all repacked. I keep a prominent display at all times, and suggest fruit to my customers by phone or in the store, and particularly on the arrival of such goods as berries. In this way I make money on all the fruits carried.

* * *

G. T. WHELPLY, FREDERICTON, N.B.—Rapid handling and small margins are my chief selling methods. While I do not always make a profit on bananas, berries and peaches, I do on the other fruits. In buying, great care is taken to purchase only fresh, firm fruits of the best quality. Competition, hot weather and fruit received in bad condition are the great drawbacks to profits.

* * *

J. L. WHITE, GRAND FALLS, N.B.—In selling fruits I aim to get a good price on oranges, grape fruit, lemons, etc., which helps make up any loss that may occur on bananas. The banana is a delicate fruit and will not keep well if shipped too ripe.

THE CIGAR CORNER

No. 3.

From the standpoint of the retail grocer the most important thing about cigars is the handling of them in the particular climate in which he is located. The same principles, of course, apply everywhere, but the climate makes a difference in how they are employed.

Did you ever realize how thirsty a thing the cigar is? For something inanimate it is really surprising. In fact, in countries where the leaf that makes the cigar grows the people use it as a barometer. Hang up a bunch of dry tobacco leaf in a damp place and see how it attracts the moisture. It will become limp and pliable in no time. If dry leaf gets moist in the open air, it is usually a sign that rain is not far off. The finished cigar has hereditary inclinations. If dry, it hankers for moisture, and if it does not get it, it becomes crisp and hard and readily crumbles. Smokers, as a rule, do not appreciate cigars in that condition, and will not remain permanent customers of the dealer who dispenses that variety.

The men who operate good cigar factories have, of course, made a study of the business. It has become a science with them. When a number of cigars are made and packed in a box, that is not the end of the matter. They are not sent out immediately. They have to mature. Usually two or three months pass before they are sent out to the trade. The time depends on the destination. If they are going to a moist climate like British Columbia, for instance, they are held for maturing the time limit. If, on the other hand, they are being sent to a province where the air is dry, comparatively new goods are delivered because of the moisture they contain on leaving the factory. They should be sold as readily as possible, because they dry out so quickly. The same applies to the Maritime Provinces, Quebec and Ontario, although on a lesser scale.

In the cigar factory is a humidor—a room in which is maintained a certain degree of moisture. If the outside air is moist, then it is not necessary to produce artificial moisture in the humidor. But if the outside atmosphere is very dry, moisture is forced throughout the room by means of low water tanks or steam. The main point is that scientific methods are used to keep the cigars in a properly moist condition, so that they will reach the retail trade in a saleable condition. The retailer should maintain them in that condition, and next week's article will deal with the subject from his particular standpoint.

CURRENT NEWS OF THE WEEK

Quebec and Maritime Provinces.

Alex. Clark, a Montreal grocer, died last week.

Moncton, N.B., merchants will picnic again this year at Point du Chene during the second week in August.

Michel Landau, Montreal representative of Henry Clay and Bock & Co., Havana, has been appointed vice-president of the Sterling Gum Company of Canada, Limited, Toronto. While Mr. Landau will particularly manage the selling end of the company, he will continue to look after the interests of Henry Clay and Bock & Co., whom he has represented for the past 12 years.

Two decisions of interest to grocers and other store-keepers were handed down by a Montreal magistrate, when in dealing with a group of early closing cases, the Recorder laid down the proposition that all stores in which any groceries were kept must remain closed on Wednesday and Thursday night after seven o'clock. The plea of the defence that a store in which groceries were kept might remain open for other business provided the groceries were covered or separated from the rest of the goods by a partition was rejected.

Ontario.

John Turner succeeds J. Y. Patrick, grocer, Westboro', Ont.

H. Crawshaw, grocer, Ottawa, is succeeded by E. J. Bradley.

J. H. Towe retires from the Clayton Canning Co., Colborne, Ont.

Wm. Coutts, a Galt, Ont., grocer for many years, died last week.

G. A. Lehman, general merchant, Kilworthy, Ont., has sold to John Beatty.

Alexander Bell and Arthur Hunt, Toronto grocers, have sold their businesses.

C. R. Parker, Sault Ste. Marie, Ont., is contemplating the erection of a new store.

The International Safe and Register Co., Fort Erie, Ont., has obtained a charter.

Alfred Sara, clerk in the store of Marks, Clavet & Dobie, Port Arthur, Ont., has gone to England on a two months' vacation.

The West Toronto retail merchants held their annual picnic at Berlin, Ont., on Wednesday. Practically all stores closed for the day.

H. H. Grace, who has been in business in Chadleau for the past five years, has purchased the grocery business of Mr. McRae, near Sudbury, Ont.

Hanlon & O'Brien, general merchants, Centralla, Ont., have dissolved partnership, O'Brien retiring. The new company will be known as P. Hanlon & Son.

Wilson & Greenwood, Sudbury, Ont., are building a three-storey concrete building on a site adjacent to their present one. They expect to occupy it this week.

An authentic Hamilton, Ont., report states that Proctor & Gamble Company, Cincinnati, soap manufacturers, etc., will erect a Canadian manufactory to supply its Canadian trade.

Western Canada.

R. Wilson, grocer, Grand Vital, Man., has sold to A. Irish.

M. Goldin, grocer, Winnipeg, is succeeded by J. Sacks.

A. Satton, general merchant, Canora, Sask., has sold his business.

C. J. A. Haas has moved his general store stock from Gimli to Haas, Man.

The estate of A. Miller, Rossendale, Man., has been sold to W. G. Neelands.

Allison & Wayson, general merchants, Wawota, Sask., are succeeded by Allison Bros.

The Nanaimo Trading Co., Nanaimo, B.C., have erected new premises. J. B. Davies is the manager.

The staff of F. R. MacMillan, Saskatoon, Sask., held their annual picnic at the Exhibition Grounds last Wednesday.

The Stirling Trading Co., general merchants, Calgary, Alta., have sold their stock to Williams & Little, Lethbridge, Alta.

F. J. E. Crowhurst, baker and confection, Sturgeon Creek, Man., has sold the confectionery end of the business to Robert Fischer.

The Regina Trading Company, Regina, Sask., held a picnic recently, when the entire staff enjoyed the day at Fort Qu'Appelle. A special train was chartered by the Trading Company and lunch on the grounds was provided at the expense of the company. About five hundred attended, including the members of the staff and their friends.

Because it was alleged that certain wholesalers were in the habit of selling direct to farmers, hotel-keepers and restaurateurs, a complaint was sent in by F. E. Raymond, of Saskatoon, Sask. provincial secretary of the Retail Merchants' Association, to the Canadian Credit Men's Association, of such a practice. The general manager of the Canadian Credit Men's Association endorsed Mr. Raymond's stand, and assured him of his assistance. He intends to send circulars to the wholesale merchants throughout the province, pointing out what such a practice leads to. He felt that particular instances of this direct selling should be reported by members of the Retail Merchants' Association.

RE INTERNATIONAL CONFERENCE

Secretary John A. Green Writes as to What is Being Done.

Canadian Grocer is in receipt of the following letter from Secretary Green, of the National Retail Grocers' Association of the United States:—

Mr. B .T. Huston, Editor,
Canadian Grocer,
Toronto, Canada.

Dear Mr. Huston:

Your letter of July 2 came safely to hand, and I have carefully noted the contents. I wish to thank you for your kindly interest in the matter of an International Conference at San Francisco. I am waiting to hear from Mr. Giles as to the intent of the English grocers. I understand that they have recently had their annual convention. The officers no doubt will take this matter up and come to some conclusion.

I met some of the members of the Victoria and Vancouver Associations at the Washington Convention in Seattle four or five years ago. I have no doubt that they will be glad to come to San Francisco, seeing that the fair is there, and they could take in the two things at the same time. I will try to get in touch with some of them either through Mr. Trowern or some of our people on the coast.

I trust that we shall have some at least from Ontario attend our National Convention. The Ohio people will run a special train, and they could arrange to go with us in that train.

Again thanking you for courtesy extended and trusting to hear from you again, I beg to remain,

Very truly yours,
JOHN A. GREEN, Secretary.

Cleveland, O., July 9, 1914.

Outlook Now Is for Small Pack of Peas

Drought and Pea Fly Have Created Considerable Havoc and Pack Will be Much Below Original Expectations — Grocery Situation on the Whole Fair—Readjustment in Many Prices Will Come Sooner or Later.

Office of Publication, Toronto, July 23, 1914.

WHILE it is impossible to get away from the fact that the grocery business is not what is was in 1912, nevertheless, when it is viewed in the light of the present temporary depression, it is generally speaking, good. The worst feature about hard times is talking about them. There are thousands of people to-day all over the country who are in a much better condition financially than they ever were. Yet they are hanging onto their money simply because a few are predicting blue-ruin. They are actually spending less than they were two years ago, and they can afford it better. The spreading of the depression talk has undoubtedly created more tight money than the actual conditions would warrant.

Wholesale grocers generally are satisfied with the present business passing. They realize that the system of buying from hand to mouth is going to make more careful merchants and they know that what is being purchased is really required. There is not much speculation being practised, and this has placed grocery conditions on a comparatively sound basis. The older heads among the trade advise a continuation of this method of buying, and it is their contention that the man who indulges to any extent in speculative buying is, in the vernacular of the street, going to get "stung."

The crop outlook hasn't improved any from a week ago. Reports continue to arrive from the West of parched areas that have not been blessed with nearly a sufficient quantity of rain. Nevertheless, on the whole, the Prairie Provinces will produce a big harvest and if grain prices revive, the proceeds will go a long way to liquidate old debts.

From a market standpoint there is not much change from a week ago. Prices are generally holding steady, with the exception of fruits and vegetables, which in view of the domestic article taking the place of the foreign, are gradually dropping in price. They are too going into consumption rapidly.

QUEBEC MARKETS.

MONTREAL, July 23.—Business continues satisfactory in the grocery lines when general conditions are taken into consideration, but reports indicate that the depression has affected different houses in different departments. On the one hand, there is the report that the summer exodus from the city has affected the urban business and that country trade is brisk, while from other sources the tendency seems to be the reverse; on the other hand, there are indications that it is the demand for luxuries which has fallen away, while again other houses are finding the demand for the fancy lines staying pretty strong. Generally, however, the state of business is not what it might be. Prices generally show little change of importance.

SUGAR.—The market is without change and the prices remain steady on the strength of the last advance in New York, which was made under conditions which do not apply to business in this country. Dealers report that sales are light and that wholesalers and retailers are holding heavy stocks which were bought on the recent upward trend, while up to the present there has not been the demand on the part of ultimate consumers which might be expected. For this there appears to be two reasons; there has been a fruit shortage which has lessened the demand for preserving and there is a general falling off in the consumption of confections and other luxuries in the manufacture of which sugar plays an important part.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	4 45
20 lb. bags	4 55
2 and 5-lb. cartons	4 75
Second grade, in 100 lb. bags	4 30
Yellow Sugars—	
No. 3	4 40
No. 2	4 50
No. 1	4 10
Extra Ground Sugars—	
Barrels	4 85
50 lb. boxes	5 15
20 lb. boxes	5 25
Powdered Sugars—	
Barrels	4 85
50 lb. boxes	5 05
25 lb. boxes	5 05
Paris Lumps—	
100 lb. boxes	5 20
50 lb. boxes	5 40
25 lb. boxes	5 50
Crystal Diamonds—	
Barrels	5 25
100 lb. boxes	5 40
50 lb. boxes	5 50
Cartons and half cartons	7 05
Crystal Dominoes, cartons	7 15

Markets in Brief

QUEBEC MARKETS.

FISH AND OYSTERS—
- Hot weather hits business.
- Little demand for fresh varieties.
- First interest shown in other lines.

FLOUR AND CEREALS—
- Market still very quiet.
- Demand continues for mill feeds.
- Hominy is up 10c.

FRUITS AND VEGETABLES—
- Native cabbages, celery, cucumbers.
- Hot weather makes good business.
- Ontario tomatoes $1 basket.

PRODUCE AND PROVISIONS—
- Good demand for cooked meats.
- Eggs in smaller supply.
- Butter higher in price.
- Cheese firm on export demand.

GENERAL GROCERIES—
- Dried apples dearer.
- Peaches cheaper.
- Business quiet in teas.
- Demand for sugar quiet.

ONTARIO MARKETS.

FLOUR AND CEREALS—
- Flour market quiet, millers awaiting crop outcome.
- Rolled oats firm, although demand is not great.
- Drought affecting crops adversely in many districts.

FRUITS AND VEGETABLES—
- Canadian products taking place of imported.
- Potatoes and tomatoes lower.
- Raspberries at height of season — prices down to 9c wholesale early in week.
- Lawtonberries on the market.
- Vegetables generally dropping with increased supplies.

PRODUCE AND PROVISIONS—
- Heavy sales of cooked meats, and prices a shade firmer.
- Pure lard shows little strength.
- Butter market dull—prices considered too high for export.
- Eggs steady, with city demand less.
- Honey market clogged.
- Cheese production less than year ago.

GENERAL GROCERIES—
- Sugar selling on hand-to-mouth basis.
- Evaporated apples getting scarcer.
- Prunes are scarce.
- New Sockeye salmon to be high.
- Short pack of canned peas certain—no new prices issued yet.
- Big sales of pickling spices.

DRIED FRUITS.—In this market, although there is not a strong demand at present, the prices remain firm generally with some changes in both directions. Dried apples are getting very scarce and have advanced a half to a cent. Peaches are cheaper, being generally offered at 9¾c. Pears have advanced a couple of cents. The latter changes are due to revised quotations by the packers in California. Prunes are in short supply and the prices are firm with prospects for continued high quotations for the new stock.

EVAPORATED FRUITS.	Per lb.	
Apples, 50-lb. boxes	0 11	0 11½
Nectarines, choice	....	0 11

Peaches, choice	0 09	0 09½
Pears, choice	0 14	0 15
Apricots	0 16	0 20

DRIED FRUITS.

Candied Peels—		
Citron	0 15	0 16
Lemon	....	0 10½
Orange	....	0 11½
Currants—		
Amalias, loose	....	0 07
Amalias, 1-lb. pkgs.	0 07½	0 08½
Filiatras, fine, loose	0 06½	0 07
Dates—		
Dromedary, package stock, per pkg..	0 06½	0 10
Fards, choicest	....	0 11
Hallowee, loose	....	0 05½
Hallowee, 1-lb. pkgs.	....	0 07½
Figs—		
Finest, 6 crown, about 12 lbs.	0 1[illegible]	0 13½
Same fruit, 5 and 4 crown, 1 and 2 cents less.		
Prunes—		
40 to 50, in 25-lb. boxes, faced	0 12½	0 13
50 to 60, in 25-lb. boxes, faced	0 11½	0 12
70 to 80, in 25-lb. boxes, faced	0 10	0 10½
80 to 90, in 25-lb. boxes, faced	....	0 09½
95 to 100, in 25-lb. boxes, faced	0 06	0 06½
60 to 70, in 25-lb. boxes, faced	0 10½	0 11
Raisins—		
Malaga table, box of 22 lbs., according to quality	2 75	6 00
Muscatels, loose, 3 crown, lb.	....	0 08½
Sultana, loose	....	0 10
Lower grades Sultana, 1 lb. pkgs.	....	0 11
Valencia, new	0 06	0 06½
Seeded, fancy	....	0 10½
Seeded, choice	....	0 10

Prices quoted on all lines of fruits liable to be shaded for quantities, according to the state of the market.

NUTS. — Demand is not heavy and stocks are short with a wide range of quality which has widened the basis of prices.

Shelled walnuts, per lb.	0 40	0 42
Shelled almonds, 28-lb. boxes, per lb.	0 45	0 46
Finest filberts	0 12½	0 14
Pecans—		
3 crown	0 17	0 18
Large	0 18	0 20
Giants	0 21	0 22
Almonds	0 18	0 20
Walnuts, Grenoble	0 18	0 19
Walnuts, Marbots	0 14	0 16
Brazils, new	0 13½	0 15
Peanuts, No. 1, 13c; No. 2	....	0 11
Peanuts, No. 3(9½c; No. 4	....	0 09

RICE.—Prices continue firm with a small volume of business. The season has affected the prices for imported lines and Patnas are fractionally lower on small demand and heavier receipts.

Rangoon Rices—	Per cwt.
Rangoon "B"	3 00
"C.C."	2 90
India bright	3 15
Lustre	3 25

Fancy Rices—	Per cwt.
Polished	4 40
Pearl	4 60
Imperial Glace	4 90
Sparkle	5 10
Crystal	5 10
Snow	5 30
Ice drips	5 45
Carolina head	7 10

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.)

Imported Patna—	Per lb.	
Bags, 224 lbs.	0 05½	0 05¾
Half bags, 112 lbs.	0 05¾	0 05½
Quarter bags, 56 lbs.	0 05¾	0 05¾
Velvet head Carolina	0 09	0 10
Sago, brown	0 04½	0 05

MOLASSES.—Market continues quiet with no change in prices and no immediate prospect of change in sight. Dealers report that things have been pretty well cleared up until the fall demand sets in again.

Barbadoes Molasses—	Prices for Island of Montreal. Fancy.	Choice.
Puncheons	.30	.28
Barrels	.33	.31
Half barrels	.35	.33

For outside territories prices range about 3c lower per gallon than for delivery, Island of Montreal.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—	
Barrels, per lb., 3½c; ½ bbls., 3¾c; ¼ bbls.	0 04
Pails, 38½ lbs., $1.85; 25 lbs.	1 35
Cases, 2 lb. tins, 2 doz. in case	2 50
Cases, 5 lb. tins, 1 doz. in case	2 85
Cases, 10 lb. tins, ½ doz. in case	2 75
Cases, 20 lbs. tins, ¼ doz. in case	2 70
Maple Syrups—	
Pure, per 8½ lb. tin	0 75
Pure, in 15 gal. kegs, 8c per lb., or per gal.	1 00
Maple sugar, pure, per lb.	0 10 0 11

DRIED VEGETABLES. — Market is firm, although demand is not strong at this time. Stocks are low.

Beans—		
Hand picked, per bush.	2 40	2 50
Canadian white, per bush.	2 10	2 25
Yellow, per bush.	....	2 75
Yellow eyes, per bush.	....	3 25
Lima, per lb.	....	0 08½
Peas, per bushel	2 25	2 40
Peas, Imperial green, per bush.	....	2 50
Barley, pot, per bag	....	2 80
Barley, pearl	....	4 00

SPICES.—In spices the dull market continues without feature and dealers are looking for little activity until the latter part of August or the 1st of September.

	5 and 10 lb. Tins.	¼ lb. pkgs., doz.	¼ lb. tins, doz.
Allspice	14—17	60—0 70	70—0 80
Cassia	22—27	72—0 90	80—0 90
Cayenne pepper	25—30	72—0 90	90—1 15
Cloves	30—35	1 08—0 96	..—1 08
Cream tartar	28—33	..—1 00	.....
Curry powder	..—35	.....	.....
Ginger, Cochin	18—20	.....	.....
Ginger, Jamaica	22—27	65—0 85	75—0 95
Mace	75—1 00	.....	..—2 75
Nutmegs	25—30	90—0 00	1 60—2 50
Peppers, black	18—20	67—0 75	80—0 90
Peppers, white	28—29	95—1 10	1 10—1 20
Pastry spice	26—27	65—0 95	75—1 10
Pickling spice	14—18	65—0 00	75—0 00
Turmeric	16—18	.....	.....

	Barrels	Pails or 3 cents
Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins.		
Cardamon seed, per lb., in bulk	1 80	2 25
Carraway—		
Canadian, per lb.	....	0 10
Dutch, per lb.	....	0 15
Cinnamon, Ceylon, per lb.	....	0 50
Mustard seed, per lb., in bulk	0 15	0 18
Celery seed, per lb., in bulk	0 30	0 35
Cayenne Chillies	....	0 25
Shredded cocoanut, in pails	0 18	0 20

COFFEES.—Business in coffees is seasonably quiet and prices remain on the same basis although there have been some fluctuations in the big markets.

Coffee, Roasted—		
Bogotas	0 27	0 30
Gautemala	0 26	0 28
Jamaica	0 24	0 25
Java	0 32	0 35
Maricaibo	0 25	0 26
Mexican	0 27	0 28
Mocha	0 30	0 32
Rio	0 20	0 22
Santos	0 22	0 23
Chicory, per lb.	0 08	0 10

TEAS.—Demand is very light at present and has not been picking up as the season would warrant. The range of prices continues without change although there has been a little easiness displayed with regard to the Ceylons and Indians. The first deliveries of Japans are now coming to hand and the prices are 1c to 1½c above first quotations of last year; Chinas are strong in sympathy.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 40
Fine	0 30	0 35
Medium	0 26	0 30
Good common	0 18	0 25
Common	0 15	0 18
Ceylon—		
Broken Orange Pekoe	0 30	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
Garden grown	0 75	1 00
India—		
Pekoe Souchongs	0 19	0 20
Ceylon Greens—		
Young Hysons	0 24	0 26
Hyson	....	0 22
Gunpowders	0 19	0 35
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey gunpowder, pinhead	0 30	0 50

ONTARIO MARKETS.

Toronto, July 23.—The past week has seen very few changes in the grocery situation. Price changes are few and far between, and business is being conducted on a safe and sound hand-to-mouth basis. The trade is discussing with interest the probable outcome of the pea pack. While a few weeks ago it was universally considered that the pack this year would be a heavy one, conditions in nature have since upset these calculations. The continued drought in many parts of Ontario and the pea-fly, together with the devastations of the army worm, have changed the general aspect of things considerably. That the pack of peas will be short is assured. To just what percentage of normal it will reach has yet to be decided upon, but some were looking for less than 50 per cent., and some even less than 40 per cent. of the usual.

Trade is particularly good just now in pickling spices. Manufacturers and wholesalers are reaping a splendid harvest, from which it would appear that things are going ahead in a normal way.

SUGAR.—There has been little new development in this market from one week ago. Buying is not extra brisk, for the reason that a great many took advantage of the advancing market a couple of months ago and laid in heavy stocks. Those, however, who are buying are doing so on a careful basis. From present indications there seems to be little chance of a change in the market in the near future. The hetail sales of sugar are continuing with their usual July regularity, and will do so from now until the end of the preserving season.

Extra Granulated Sugars, Montreal Refined—Per 100 lbs.	
100 lb. bags	4 51
20 lb. bags	4 61
10 lb. bags	4 66
2 and 5 lb. cartons	4 81
Second grade granulated, 100-lb. bags	4 41
Nova Scotia refined, 100-lb. bags	4 41
Western Ontario refined, 100-lb. bags	4 41
Extra Ground Sugars—	
Barrels	4 91
50 lb. boxes	4 11
25 lb. boxes	5 31
Powdered Sugars—	
Barrels	4 71
50 lb. boxes	4 91
25 lb. boxes	5 11
Crystal Diamonds—	
Barrels	5 26
100 lb. boxes	5 26
50 lb. boxes	5 36
Paris Lumps—	
100 lb. boxes	5 26
50 lb. boxes	5 36
25 lb. boxes	5 56
Cartons (20 to case)	7 31
Cartons (50 to case)	7 31
Crystal Dominoes, cartons	7 50
Yellow Sugars—	
No. 1	4 11

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

DRIED FRUITS.—Evaporated apples are getting into small compass. This seems to be the case with practically all jobbers. Prunes locally are also not plentiful. The currant market is steady, and there is not likely to be any great change in it from present prospects. A report comes from Asia Minor to the effect that political troubles are having their effect on exported goods. In view of the fact that the Turkish Government have either induced or compelled many thousands of their citizens to inhabit the Smyrna district, things have been upset a little. Some exporters have already advised agents in foreign countries to keep an eye on the situation, and some have even advanced prices a shade. This condition of affairs will affect Sultana raisins and figs more than anything else. However, the situation will scarcely mean any great change in prices to the retailer here.

Apples, evaporated, per lb.	0 10½	0 11
Apricots—		
Standard, 25 lb. boxes	0 16½	0 18
Choice, 25 lb. boxes	0 18	0 18½
Fancy	0 22	0 24
Candied Peels—		
Lemon	0 10	0 12
Orange	0 10	0 12
Citron	0 16	0 17
Currants—		
Filiatras, per lb.	0 06½	0 07
Amalas, choicest, per lb.	....	0 07
Patras, per lb.	....	0 07½
Vostizzas, choice	....	0 09
Vostizzas, shade dried	0 10½	0 11
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 08½	0 09½
Fards, choicest, 60-lb. boxes	0 08	0 08½
Package dates	0 06¼	0 09
Hallowees	0 05¾	0 06
Prunes—		
30-40s, California, 25 lb. boxes	0 14	0 15
40-50s, 25 lb. boxes	0 13	0 14
50-60s, 25 lb. boxes	0 12½	0 12¾
60-70s, 50 lb. boxes	0 10½	0 11
70-80s, 50 lb. boxes	0 10	0 10½
80-90s, 50 lb. boxes	0 09½	0 10
90-100s, 50 lb. boxes	0 08¼	0 08½
25-lb. boxes, ¼c more.		
Peaches—		
Standard, 50-lb. boxes	0 07¼	0 08
Choice, 50-lb. boxes	0 09	0 10
25-lb. boxes, ¼c more.		
Raisins—		
Sultana, choice, new	0 06½	0 10
Sultana, fancy, new	0 10	0 12
Valencia, new stock	0 07¼	0 08
Seeded, fancy, 1 lb. packets	0 10½	0 11
Seeded, choice, 1 lb. packets	....	0 10
Seeded, choice, 12 oz.	....	0 08½
Seedless, 16 oz., packets	0 10½	0 11
Seedless, 12 oz. packets	0 08½	0 09

SYRUPS AND MOLASSES.—At this market there is little new to report in these lines. There is, of course, the regular trade going on in corn, cane and maple syrups, but the sales are naturally restricted by the hot weather.

Syrups—	Per	case.
2 lb. tins, 2 doz. in case	....	2 50
5 lb. tins, 1 doz. in case	....	2 85
10 lb. tins, ½ doz. in case	....	2 75
20 lb. tins, ¼ doz. in case	....	2 70
Barrels, per lb.	....	0 03½
Half barrels, lb.	....	0 03¾
Quarter barrels, lb.	....	0 04
Pails, 38½ lbs. each	....	1 85
Pails, 25 lbs. each	....	1 35
Molasses, per gallon—		
New Orleans, barrels	0 26	0 28
New Orleans, half-barrels	0 28	0 30
West Indies, barrels	0 22	0 24
West Indies, half barrels	0 24	0 26
Barbadoes, fancy, barrels	0 45	0 48
Barbadoes, fancy, half barrels	0 47	0 51
Maple Syrup—Compound—		
Gallons, 6 to case	4 40	4 80
½ gals., 12 to case	4 70	5 40
¼ gals., 24 to case	4 70	5 40
Pints, 24 to case	2 50	3 00
Maple Syrup—Pure—		
5 gallon cans 1 to case	6 45	6 50
Gallons, 6 to case	6 60	8 00
½ gallons, 12 to case	6 95	7 25
Quarts, 24 to case in glass	7 00	7 25
Pints, 24 to case	4 00	5 90
Maple Sugar—		
Pure, per lb.	....	0 12½
Maple Cream Sugar—		
24 twin bars	....	1 80
40 and 48 twin bars	3 60	4 85
Maple butter, lb. tins, dozen	....	1 90

NUTS.—The trade may look for a good crop of walnuts this year. However, as the market is rather bare, and as everyone will be axious to secure first arrivals, the price for a time will hold firm. It is, however, the view of close students of this market that following first purchases the market will ease off. Same applies pretty much to Spanish almonds. The trade, therefore, should purchase carefully at first, and, in fact, throughout the fall season.

In shell—	Per	lb.
Almonds, Tarragona	0 18	0 18½
Brazils, medium, new	0 11	0 12
Brazils, large, washed, new	0 12	0 13
Chestnuts, peck	1 75	1 90
Filberts, Sicily, new	0 12	0 13
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 10½	0 11
Peanuts, fancy, roasted	0 09½	0 10
Pecans	0 17	0 18
Walnuts, Grenoble, new	0 16	0 17
Walnuts, Bordeaux	0 13	0 13½
Walnuts, Marbots	0 14	0 15
Shelled—		
Almonds	0 44	0 46
Filberts	....	0 27
Peanuts	0 11	0 12
Pecans	0 56	0 60
Walnuts, new	0 45	0 46

BEANS.—For some time now the trade has been acquainted with the fact that beans are not in very great supply. The market still holds firm, but demand, apart from Western Canada, and wherever there is construction work going on, is not very great.

Beans—	Per	husbel.
Canadian primes	....	2 30
Canadian H. P.	....	2 40
Canadian, extra H. P.	....	2 50
Yellow eyes	3 00	3 25
Brown	....	3 25
Lima	0 07	0 08
Peas, blue Canadian, per bush.	2 00	2 25
Peas, green, imported, hush	....	2 40

SPICES.—Pickling spices are going out rapidly to the retailer. A spice manufacturer told "Canadian Grocer" this week that July with him would be the best month of the year so far. Retailers are purchasing their supplies of mixed pickling and other spices in fairly large quantities.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	0 10	0 13—0 15
Allspice, whole	.....	0 12—0 15
Cinnamon, whole	.....	0 20—0 25
Cinnamon, ground	0 17—0 18	0 20—0 25
Cinnamon, Batavia	.....	0 25—0 35
Cloves, whole	.....	0 25—0 30
Cloves, ground	0 18—0 23	0 28—0 30
Cream of tartar	0 18—0 21	0 32—0 34
Curry powder	.....	....—0 25
Ginger, Cochin	0 12—0 15	0 18—0 21
Ginger, Jamaica, ground	0 15—0 18	0 22—0 25
Ginger, Jamaica, whole	.....	0 22—0 25
Ginger, African, ground	.....	....—0 16
Mace	.....	0 75—1 00
Nutmegs, brown, 64s, 50c; 80s, 40c; 100s	.....	....—0 35
Nutmegs, ground, bulk, 45c; 1 lb. tins	.....	....—0 55
Pastry spice	.....	....—0 25
Peppers, black, ground	0 10—0 14	0 17—0 20
Peppers, black whole	.....	0 18—0 20
Peppers, white, ground	0 15—0 23	0 27—0 30
Peppers, white, whole	.....	0 26—0 28
Pickling spice	.....	....—0 15
Turmeric	.....	0 25—0 35

TORONTO.

CANNED GOODS.—The feature of this market is the prospects for a much lower pack of peas than was anticipated a month ago. Then everything looked bright for a big yield. But such is nature's way that to-day the trade is only looking for a 50 per cent. normal pack or less. The trouble is that the fields, during the past two weeks, have not secured a sufficient quantity of rain and also to the fact that in many parts of the province, particularly in Eastern Ontario, the peafly has wrought considerable damage. Up to the present no new prices have been given out by the canners but these may be expected soon, at the same time new prices will be out on canned strawberries and other early fruits and vegetables. It is, of course, generally known that the strawberry pack has not been large, and prices may open a little higher than a year ago. Cherries have been an abundant crop and we may expect to see favorable opening prices.

It is generally conceded that Sockeye Salmon will open much higher than a year ago. Those who should know say that the figures will be from 40c to 50c a dozen beyond the prices that opened the season last year.

Canadian importers expect arrivals of new sardines from Europe in August. Production this year is better than last but prices will be the same for some time at least. Last year the packers claimed a loss in view of the short pack and heavy cost of production, so that this year they feel prices cannot very well be lowered.

MANITOBA MARKETS.

Winnipeg, July 23.—During the past week the wholesale grocery trade has kept up to average. There is no inclination on the part of retailers to spread out or on the part of wholesalers to push sales. Business at present is summed up in the words "hand to mouth."

Future business depends on the crop output. Your correspondent has means at his disposal of getting the most accurate information available, and even today it is a matter of the greatest difficulty to average up the conflicting testimony at hand. I would say:

Wheat crop will under no conditions be more than 75 per cent. of last year's.

Oat crop about 50 per cent.

Barley crop 60 per cent.

Flax very poor.

This is not optimistic, and deterioration might make things worse.

As regards prices, wheat is cheap. The weight of the North American crop is bearish, and if it is thrown on the bargain counter may go lower. However, Russian crops are poor and European requirements will be enormous. It is not likely that prices will further decline. They are too low now to afford much profit to the farmer.

As regards prices, there are few changes in staple lines.

SUGARS.—There is fair demand, which should improve as the preserving season comes in. B.C.'s are quoted even with eastern by some wholesalers.

	Per cwt. in sacks.
Sugar, Eastern—	
Extra standard granulated	4 90
Extra ground or icing	5 40
Powdered	5 20
Lumps, bard	5 85
Montreal, yellow	4 50
Sugar, B.C.—	
Yellow sugar	4 25
Bar sugar	5 05
Icing sugar	5 25
Powdered sugar	5 05
H. P. lumps	5 75
Sugar packed in barrels, 5c per cwt. more.	
Sugar, Western Ontario—	
Sacks, per 100 lbs.	4 80
Barrels, per cwt.	4 75
Halves, 50 lbs., per cwt.	4 80
Bales, 20 lbs., per cwt.	4 85
Powdered, barrels	5 10
Powdered, 50s	5 45
Powdered, 25s	5 75
Icing, barrels	5 40
Icing, 50s	5 65
Icing, 25s	5 80
Icing, pails	5 70
Cut loaf, barrels	5 50
Cut loaf, 50s	5 75
Cut loaf, 25s	6 00
Corn Syrups—	
Barrels, per 100 lbs.	4 25
Cases, 20-lb. tins, ¼ doz. in case	2 77
Cases, 10-lb. tins, ½ doz. in case	2 76
Cases, 5-lb. tins, ½ doz. in case	2 88
Cases, 2-lb. tins, 2 doz. in case	2 48
American, 2-lb. tins, 24 tins case, case	2 40
American, 5-lb. tins, 12 tins case, per case	2 76
American, 10-lb. tins, 6 tins case, per case	2 65
American, 20-lb. tins, 3 tins case, per case	2 66
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	2 85
5-lb. tins, 1 doz. to case, per case	3 20
10-lb. tins, ½ doz. to case, per case	3 00
20-lb. tins, 3 tins to case, per case	2 95
(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)	

Molasses—	Per gal.
Barbadoes	0 49
New Orleans	0 31
Maple Syrups—	Per case.
Imperial quarts, case 2 doz.	5 40
Imperial ½ gals., 1 doz.	5 55
New, pure, ½ gal., case	9 00

New, pure, ½ gal., quarts, case 2 doz.	....	9 70
New, pure, quart bottles, case 2 doz.	....	9 75

DRIED FRUITS.—Stocks of Valencia and Sultana raisins are practically exhausted. New crop apricots are now on the market. Currants are dearer. There is just an average business for time of the year, as fresh fruits are fairly plentiful.

Apples, evaporated, new, per lb, 11c; 25s	....	0 13½
Apricots, choice, 25's	....	0 15¾
Apricots, choice, 10's	....	0 16¾
Apricots, standard, 25's	....	0 14
Currants—		
Dry clean	....	0 07½
Washed	....	0 07¾
1 lb. package	....	**0 08**
2 lb. package	....	**0 15**
Vostizzas, 1 lb.	....	0 11
Dates—		
Hallowi, loose, per lb.	....	**0 05¾**
Hallowi, 1 lb. pkgs.	....	**0 07**
Fard dates, 12-lb. boxes	....	1 00
Peaches—		
Standard, 25-lb. boxes	....	**0 07½**
Choice, 25-lb. boxes	....	**0 07¾**
Extra choice, 25-lb. boxes	....	**0 08¾**
Prunes, in 25-lb. boxes—		
90 to 100	....	0 07¾
80 to 90	....	0 08¼
70 to 80	....	0 10¾
60 to 70	....	0 11¾
50 to 60	....	0 12¼
40 to 50	....	0 13¼
Raisins, Valencias—		
Extra select Valencias, 28's, box	....	**2 15**
Raisins, Sultanas—		
California	....	**0 09¾**
Smyrnas	0 08	**0 12½**
Raisins, Muscatels—		
3 crown loose, 50s	....	**0 08¾**
3 crown, loose, 25s	....	**0 09**
Choice seeded, 1lb.	....	**0 09¾**
Extra fancy seeded, 1lb.	....	**0 10**
Raisins, Australians—		
Lexias, 56-lb. boxes	....	**0 08½**

BEANS, Etc.—The bean market is unsettled and Austrian hand picked have been quoted as high as $2.50 per bushel. It is probable that moderate prices will prevail when the new crop comes in. At present prices are likely to be quoted above those listed.

Beans—		
Austrian, hand picked	2 35	2 50
3 lb. picker	....	2 10
Cal. Lima, per lb.	....	0 07
Peas—		
Pot, per sack, 98 lbs.	....	3 10
Pearl, per sack 98 lbs.	....	4 60
Split peas, sack, 98 lbs.	3 30	3 40
Whole peas, bushel	....	2 00

NUTS.—Shelled walnuts have advanced 2 cents.

Almonds, Tarragona	....	0 18½
Brazils	....	0 12½
Filberts, Sicily	....	0 15¾
Peanuts, Jumbos, roasted	0 11¾	0 14
Peanuts, choice, roasted	....	0 10½
Peanuts, fancy, roasted	....	0 11½
Pecans	....	0 20½
Walnuts, Grenoble	....	0 17
Walnuts, Marbot	....	0 14
Shelled—		
Almonds	....	0 44
Walnuts	....	0 44

Dried peaches, choice, 25s	0 09½	0 11
Prunes, 70-80, 25s	....	0 11¼
Raisins, muscats, 50s	....	0 08¾
Raisins, muscats, 25s	....	0 09
Raisins, Valencias, select, 28s	2 35	2 65
Raisins, seeded, choice	0 07½	0 09¾
Green Fruits and Vegetables—		
Apples, Cal., box	3 00	3 25
Apples, B.C., box	....	3 00
Celery, Cal., doz.	....	1 25
Cherries, basket	1 75	2 00
Grape Fruit, Florida	....	**6 80**
Lemons, Messina	....	6 90
Lemons, California	....	8 50
Oranges, navel	4 00	4 75
Onions, Australian	....	5 25
Rhubarb, 40-lb. box	....	1 75
Raspberries, per 24 pints	3 00	3 25
Tomatoes (Ontario)	....	2 75
Potatoes, new	....	2 00
Potatoes, old	1 25	1 50
Pineapples	....	5 00
Tomatoes, Cal., case	2 39	2 65
Tomatoes, Florida	5 00	5 50
Nuts—		
Almonds, whole	0 17¼	**0 18¾**
Brazil	0 18	**0 21**
Filberts	....	**0 14½**
Walnuts, shelled, 46c; in shell	....	0 19
General—		
Beans, Ontario, per bushel	2 00	2 50
Beans, Austrian	....	2 65
Coffee, whole roasted, Rio	....	0 17
Potatoes, per bushel	....	**1 00**
Rolled oats, 20's	....	0 53
" " bail	....	2 36
Flour, 98's, $2.75; rolled oats, 80's	....	**1 00**
Rice, per cwt.	....	3 90
Sugar, standard, gran., per cwt.	....	5 27
Sugar, yellow, per cwt.	....	4 87
Canned Goods—		
Apples, gals., case, $1.61-$1.91, doz.	....	3 82
Corn, standard, per 2 dozen	....	2 21
Peas, standard, per 2 dozen	2 00	2 05
Plums, Lombard	2 10	2 21
Peaches	....	2 91
Strawberries and raspberries	....	4 20
Tomatoes, standard, per dozen	....	2 65
Salmon, Sockeye, 4 doz, case, 1s	9 60	9 85
Red springs, 1s	....	6 70
Cohoes, 1's, $5.50; hump back, 1's	....	3 60

Saskatchewan Crops and Market Situation

Regina, July 23 (Special by Wire).—The crop outlook at the moment is for 75 per cent. of an average. T. Cromie, provincial statistician, reports that "seldom has the crop within one province shown such excellence on the one hand and such poor conditions on the other. Fortunately, the area of crop in which the conditions are excellent greatly exceeds that in which they are poor."

Seldom have the crops in Saskatchewan been called upon to withstand such long periods of intense and continuous heat, with few local rains, as have most of the crops in the western and central parts of the province during the period from June 30 to July 14.

Hon. W. R. Motherwell, Minister of Agriculture, states that in comparison with the crops of the preceding two years the Saskatchewan harvest of 1914 will be light, but according to present prospects will be fair, and in many instances exceptionally good. This seems to size up the situation pretty fairly. Of course, each day brings changes in the situation in each district, and while very poor reports are coming in from some districts, other portions of the province report bumper crops. Particularly is this true in the Regina district, which is said by some to be the garden of the province.

The greatest damage has been caused by excessive heat. In the Medicine Hat district it is said there will be hardly an acre to be cut. In the Langenburg district wheat on summer-fallow is said to be badly damaged by the cut-worm. Hail storms have been reported in some districts, but the damage is not extensive. In districts where it has been particularly dry good farming methods have again triumphed, for on such farms as have been cultivated in a thorough manner and where the crop has a deep root and moisture is stored up, the grain is in much better condition than on poorly worked farms. Ample rains have fallen in parts of the provinces, and the latest reports are indeed encouraging. Grains are progressing favorably, and favorable conditions continuing, a fair harvest is looked forward to.

Few changes are reported in local markets this week. Business continues brisk and collections are good. Lard has declined one-half cent per pound, which it is believed is not as much due to market conditions as to competition between manufacturers. The sugar market remains firm, and eggs have dropped one cent. Local wholesalers are cleaning up a car of dairy butter, paying 14 cents straight receipts.

Raspberries are on the market this week at $3 and $3.25 per 24 pints. Pears have also made their appearance and are selling at from $4.50 to $5. Ontario tomatoes have declined slightly, and oranges are a trifle higher.

Produce and Provisions—		
Butter, creamery, per lb.	0 26	0 27
Butter, dairy, No. 1, 20c; No. 2	0 15	0 18
Cheese, per lb.	0 15¾	0 15⅞
Eggs, fresh, per doz.	....	0 17
Lard, 3's, per case	....	7 30
Lard, 5's, per case	....	7 25
Lard, 10's, per case	....	7 20
Lard, 20's, each	....	2 35
Dried Fruits—		
Apricots, choice, Cal., 25 lb. boxes.	....	.20
Currants, gulf cleaned	....	**0 08¾**
Figs, natural 6's	....	**0 06¾**
Evaporated apples, per lb.	0 11⅞	0 12⅜
Dried peaches, choice, 25s	....	0 08

FISH AND OYSTERS.

MONTREAL.—The hot weather has had a bad effect on the fresh fish trade, but has stimulated the sale of pickled salted and prepared varieties. Last week was the first of the season during which a good quantity of salt, prepared, smoked and canned fish has been handled. The demand in the fresh lines has been mostly for Gaspe salmon, halibut and mackerel; the other lines have been neglected to some extent. It is figured that this season has been one of the largest on record for the production of salmon as consumed; also it has been sold to a record low level of about 7½c and 8c a lb. The supply of lake fish is showing signs of exhaustion. It is evident that dore and pike have gone to deep water and short supplies of these varieties are expected from now on until about the middle of September. The lobster season is closed in nearly every district, with the exception of a couple of instances where the Government has allowed an extension of time. The trade in oysters in shell or in bulk, clams, calloupes is about as usual at this season of the year. There are no changes in the prices listed.

FRESH FISH.

	Montreal	Toronto
Halibut, fancy, express, per lb.	0 11	0 10
Haddock, fancy, express, lb.	0 04	0 06
Steak cod, fancy, express, lb.	0 07	0 07
Market cod, per lb.	0 05	....
Flounders, fancy, express, lb.	0 06	0 08
Gaspe salmon, per lb.	0 13	0 17
Buck shad, fancy, express, each	0 30	....
Roe shad, fancy, express, each	0 60	0 80
Dressed bullheads, per lb.	0 12	....
Brook trout, per lb.	0 30	....
Whitefish, per lb.	0 12	0 13
Lake trout, per lb.	0 12	0 16
Bluefish, per lb.	0 12	0 12
Herrings, per 100 count	1 50	1 75
Herring	....	0 07
Dore, per lb.	0 14	0 12
Mackerel, per lb.	0 10	....
Striped bass, per lb.	0 12	0 15
Pike, per lb.	0 08	0 08

FLOUR and CEREALS

Flour Market Continues Dull, But Rolled Oats Hold Firm

Not Much Change in Situation From Week Ago —Many Look for Lower Prices — Drought Affecting Oat Crop in Many Districts—Mill Feed Firm.

MONTREAL.

FLOUR.—With mills running to get enough mill feeds to meet the demands of the trade, and with the dealers stocked about to their limit, the flour business is very quiet and generally lower prices are looked for as soon as new wheat gets to grinders. There is nothing doing in export way on account of the spread between Canadian and American quotations, the latter having fallen away on account of cheapness of new wheat, which is already in hand. Dealers are stocked in many cases because they had to buy flour in the winter to get feeds, but millers are not attempting to impose this condition at the present time.

Manitoba Wheat Flour—	per bbl.
First patents	5 60
Second patents	5 10
Strong bakers'	4 90
Flour in cotton sacks, 10 cents per barrel more.	

	Car lots.	Small lots.
Winter Wheat Flour—		
Fancy patents	5 25	5 50
90 per cent.	4 90	5 10
Straight roller	4 70	4 90
Blended flour	4 85	5 25

CEREALS.—Business is fair for the hot weather season, but last week saw a falling off of the demand in some quarters owing to the extremely high temperatures. The market is generally steady, with a firmness for corn products which led to an advance of 10c on hominy in 98 lbs. sacks. There is no immediate prospect of change in any of the other departments.

Cornmeal—	Per 96-lb. sack
Kiln dried	2 10
Softer gradea	1 95
Rolled Oats—	90's in jute
Small lots	2 25
25 bags or more	2 15
Rolled oats in cotton sacks, 5 cents more.	
Oatmeal—fine, atandard and granulated, 10 per cent. over rolled oats in 90s, in jute.	
Rolled wheat—	100-lb. bbls.
Small lots	2 85
Hominy, per 98-lb. sack	2 60

MILL FEEDS. — The demand continues very strong for mill feeds, and such is the condition of the market that millers are grinding steadily to keep up supply. The high prices in this department, which continue on the old basis, are the only bright spots in the milling business at present, and the shortness of the pasturage and the hay crop indicate that they will continue so.

Mill Feeds—	Car lots,	per ton
Bran		23 00
Shorts		25 00
Middlings		28 00
Wheat moulee		28 00
Feed Flour		33 00
Mixed, chop, ton		30 00
Crushed oats, ton		30 00
Barley, pot, 98 lbs.	2 75	3 00
Oat chop, ton		30 00
Barley chop, ton		30 00

TORONTO.

FLOUR.—The flour trade is quiet. Just now millers are figuring on the development of the growing crops. The United States fall wheat situation is weak, with a good crop, but the Canadian West has now been suffering for some time from drought, and in many places the yield will be poor. The outcome is awaited with interest.

	Small lots.	Car lots.
Manitoba Wheat Flour—	per bbl.	per bbl.
First patent	5 70	5 50
Second patent	5 20	5 00
Strong bakers	5 00	4 80
Flour in cotton aacks, 10c per bbl. more.		

	Small lots.	Car lots.
Winter Wheat Flour—	per bbl.	per bbl.
Fancy patents	5 20	5 00
90 per cent.	4 80	4 60
Straight roller	4 70	4 50
Blended flour	5 05	4 65

CEREALS.—The rolled oats market remains much the same as a week ago, prices being held fairly firmly. This would appear as if the manufacturers are not anticipating an extra large oat harvest this year. Drought in Eastern Ontario in many places, as well as throughout the West, is not conducive to a lower market just now.

Barley, pearl, 98 lbs.	....	4 50
Barley, Dutch pearl, 98 lbs.	....	4 75
Buckwheat grits, 98 lbs.	4 75	5 00
Corn flour, 98 lbs.	....	2 50
Cornmeal, yellow, 98 lbs.	2 30	2 45
Graham flour, 98 lbs.	....	2 70
Hominy, granulated, 98 lbs.	2 50	2 60
Hominy, pearl, 98 lbs.	2 50	2 60
Oatmeal, atandard, 98 lbs.	2 50	2 65
Oatmeal, granulated, 98 lbs.	2 50	2 65
Peas, Canadian, boiling, busb.	2 00	2 25
Peas, split, 98 lbs.	3 35	3 45
Rolled oats, 90-lb. bags	2 30	2 40
Rolled wheat, 100-lb. bbl.	3 15	3 30
Rye flour, 98 lbs.	2 75	3 00
Wheatlets, 98 lbs.	2 90	3 10
Whole wheat flour, 98 lbs.	....	2 50

MILL FEEDS.—Mill feed prices are well maintained on account of poor pasturage in many districts.

Mill Feeds—	Mixed cars,	per ton
Bran	23 00	25 00
Shorts	25 00	27 00
Middlings	27 00	28 00
Wheat moulee	28 00	30 00
Feed flour, per bag	1 55	1 60

WINNIPEG.

FLOUR AND CEREALS.—The demand here continues steady. No change in prices are noted and none are expected immediately.

Manitoba Wheat Flour—	Per bbl.
First patents	5 30
Second patents	4 70
Strong bakers'	3 90 4 00
Cereals—	
Rolled oats, per 80 lbs.	1 85 1 90
Oatmeal, fine, standard and gran'd, 98 lbs	2 25

VIEWS OF "JIM" THE GROCER.

Editor, Canadian Grocer: There are many problems in mercantile life which are hard to solve. There are so many pros and cons to consider that it resolves itself into that little algebraic sum X—Y =0.

One of the problems is the fruit business. A sends B 25 baskets of strawberries and in taking the order tells B that they are exceptionally fine, firm, and of good color and flavor and grown by the lake side. This fair picture appeals to B and A has all the appearance of a man who was brought up in the nurture and admonition of the law.

Express man drives up to B's store with a heavy gaited horse and slides off the fruit. B examines it and finds the fruit wet and sagged in the boxes and not inviting for sales purposes. He wonders if he had better accept it or not, and finally acts good Samaritan and takes it, writes to the grower explaining the facts and does the best he can with it, sends a cheque in full, only deducting the express charges and getting out without enough profit to buy a street car check.

He is surprised on receiving a reply from A to find the latter dissatisfied and wants the express charges. This is a sample of what hundreds of merchants have to put up with, and it would be wise for merchants not to accept such in future.

Another annoyance is claims made on express companies for broken packages. These claims are generally paid after fighting the company fifteen or twenty months.

The remedy is, don't accept the shipment. Alas! perhaps you have part sold and feel you have to.

Kingston is at present in the throes of a foreign peddler nuisance. The license is only $75 a year. It should be $200. The peddler business tends to pull down a city instead of building it up. Peddlers (at least some of them) carry disease from door to door and the health department of cities should get after them.

"JIM," THE GROCER.

Kingston, Ont.

Canadian Groeer is in receipt of an anonymous letter in reply to one that recently appeared in this paper. This, of course, cannot be published. Apart altogether from its merits, no communication of a controversial character can receive recognition unless the name is attached—not necessarily for publication, but as a matter of good faith.

FRUIT & VEGETABLES

Canadian Fruits and Vegetables Help Bring Down Many Prices

Raspberries at 9 to 13 Cents Wholesale on Toronto Market on Tuesday—Cherries Still Abundant, Crop Being Heavy—New Potatoes Lower and Domestic Tomatoes Take Drop.

MONTREAL.

GREEN FRUITS.—Hot weather had effect of making better business in the market for fresh fruits, although it was cooler again early this week and the demand fell off slightly. Strawberries are just about done and the raspberries are coming in nicely, price being down although it is generally expected that there will be a short season.

Apples—		
Ben Davis, No. 1	....	**3 00**
No. 1 Winesaps, box	....	3 00
California, basket	....	1 75
Bananas, crate	2 00	2 50
Grapefruit, 54-64-80-96 size, case	5 00	6 00
Cocoanuts—		
100 to 150 size	....	4 25
Lemons, Messinas—		
Extra fancy, 300 size	5 25	5 50
Fancy, 300 size	....	4 25
Choice, 300 size, bags	....	**4 00**
Limes, small boxes	....	1 25
Oranges—		
California, late Valencia, 176-200-216-250	....	3 75
California, 126-150 size, box	....	3 50
California, 80 and 96 size, box	....	3 50
Pineapples—		
24 size	....	4 75
30 size	....	4 25
Canadian strawberries, per box (qts)	0 16	0 18
Raspberries, per box	0 14	0 16
Blueberries, 6-qt. boxes	....	1 00
California cantaloupes, per crate of about 45	5 50	6 50
Watermelons, each	0 50	0 60
Peaches, per box	1 50	1 75
Plums, per crate	1 75	2 50
Apricots, per crate	....	2 00
Cherries, California, box	....	3 00
Pears, California, half box	....	2 75
Pears, Cal., box	....	3 25
Canadian cherries, per basket	....	0 90

VEGETABLES.—Ripening of native vegetables is having an important influence on the business in this market and there are Montreal eabbages, cucumbers and celery to add to the list. Ontario tomatoes are on the market at $1 a basket; Jersey grown are a little cheaper, but higher prices are now being eharged for the Mississippi varieties. Hot weather has had the effeet of bringing on native vegetables. Some lower priees are quoted on new potatoes, but figures are still very high.

Beans, wax, hamper, Canadian	....	2 75
Beans, green, hamper, Canadian	....	2 50
Beans, native, bushel, 17-20 lbs.	1 50	1 75
New beets, doz.	....	**0 75**
Cabbage, per dozen	....	1 00
Cabbage, new, per crate	....	2 00
Carrots, new, doz.	0 40	0 50
Cauliflower, native, doz.	1 50	3 00
Wash. celery, per doz.	1 50	1 75
Cucumbers, baskets	2 00	2 25
Cucumbers, dozen	....	0 75
Celery, bunch	....	1 00
Egg plant, per dozen	2 50	3 00
Lettuce, head, per doz.	....	0 50
Curly lettuce, per box, 3 to 4 doz.	....	0 50
Mushrooms, basket, 4 lbs.	....	**2 50**
Onions—		
Spanish, per case	5 00	5 25
New Egyptian, per lb.	0 05½	0 06
Native, per doz. bunches	0 30	0 40
Parsnips, new, per doz. bunches	....	**3 00**
Parsley, Canadian, per doz. bunches	0 50	0 60
Peas, native, bushel, 17-20 lbs.	1 00	1 25
Peppers, green, 3½ qt. basket	....	0 75
Potatoes—		
New potatoes, Virginia, barrel	4 00	5 25
Green Mountains, $2; Quebec	1 50	1 75
Potatoes, new, sweet, Jersey, hpr.	....	2 50
Radishes, per doz. bunches	0 25	0 35
Rhubarb, dozen	0 15	0 25
Spinach, Montreal, in boxes	....	**0 50**
Sour grass, per box	1 00	1 25
Turnips, Quebec, bag	....	1 50
Turnips, Canadian, bag	....	1 00
Tomatoes, Mississippi (4-bkt. crate)	....	1 50
Tomatoes, Jersey, bushel crates	....	2 00
Tomatoes, Ontario, basket	....	1 00

TORONTO.

FRUITS.—Slaekness of sales in many departments of retail stores is made up to a eonsiderable extent by big fruit turnovers. Praetieally all kinds of summer fruits are on the market. There are now black and red eurrants in large quantities, the raspberry season has reaehed its height, eherries are still in abundanee, and Lawton-berries or thimble-berries made their appearanee early in the week. Sales are heavy in all these lines. Raspberries, at the beginning of the week, were from 9 to 13c wholesale, with a chanee of them being still lower in case rains should be more general. Lawton-berries sold at from 13c to 15e a box for the early arrivals, and beauties they were, too. Imported peaches are easing off in price, but cantaloupes are firmer.

Apricots	1 75	2 00
Bananas, per bunch	1 50	2 00
Blueberries	1 00	1 40
Cantaloupes, crates	....	5 00
Cocoanuts, sack	....	3 75
Cherries, cooking, basket	0 60	0 65
Cherries, eating, basket	1 00	1 25
Currants, black, per basket	1 00	1 50
Currants, red, per box	0 04	0 06
Grapefruit, Florida, case	4 00	4 50
Oranges—		
California late Valencias	....	3 50
Oranges, M. sweets	....	3 00
Lemons, Verdilla	4 50	5 00
Limes, per 100	....	1 25
Lawtonberries, per box	0 13	0 15
Pineapples, Cuba, case	3 50	3 75
Plums, box	1 50	2 00
Pears, California, box	....	4 00
Peaches, crate	1 50	1 75
Peaches, Georgia, 6-basket crate	....	2 50
Gooseberries, medium fruit, basket	0 30	0 50
Gooseberries, large fruit, basket	....	0 75
Raspberries, per box	0 09	0 13

VEGETABLES.—Imported vegetables are gradually being squeezed off the market, and with generous supplies of Canadian-grown, prices are dropping eonsistently. Tomatoes are selling well. The hothouse bring $1.50 per basket and the outside grown, Canadian, from 40e to 60c a basket. New potatoes dropped about $1 a barrel from a week ago.

Beets, Canadian, new, doz. bunches	....	0 20
Beans, Canadian, basket	0 40	0 60
Cabbage, Canadian, crates	1 00	1 50
Cabbage, Canadian, bush.	0 40	0 60
Carrots, Canadian, new, doz. bunches	....	0 35
Cauliflower, crate	....	1 50
Cucumbers, Canadian hothouse, bkt.	0 40	0 60
Celery, doz.	....	0 35
Lettuce, doz.	0 25	0 50
Mushrooms, per lb.	0 60	0 75
Onions—		
Green, doz.	0 10	0 15
Green, long, box	....	1 50
Texas onions, 50-lb. crate	....	3 50
Spanish, big, crate	....	5 50
Green peppers, basket	0 50	0 60
Potatoes, New Brunswick, per bag	1 75	2 00
Potatoes, new, bbl.	....	4 25
Peas, Canadian, basket	0 25	0 50
Parsley, basket	0 25	0 50
Rhubarb, per dozen	....	0 30
Spinach, Canadian, bush	0 40	0 50
Tomatoes, hothouse, basket	....	1 50
Tomatoes, Canadian, basket	0 40	0 60
Radishes, Can., per doz.	....	0 25
Watermelons	0 40	0 60

WINNIPEG.

FRESH FRUITS & VEGETABLES.. Many changes in priees are reeorded in appended lists. There is a good summer demand. Native vegetables are more plentiful. Old potatoes are scaree and dear. New potatoes eheaper.

Apples—		
Wine saps, Spitz, ex. fancy, box	....	3 00
Fresh Cal.	....	2 00
Bananas, lb.	....	0 04
Grapefruit, 54-64-80 size, case	5 00	5 50
Lemons—		
California	....	7 00
Messina	....	6 00
Melons, per dozen	....	6 00
Oranges—		
California Valencias	....	4 00
Peaches, fresh, Cal.	....	1 50
Plums, fresh, Cal.	1 50	2 00
Raspberries, per crate	2 50	3 00
VEGETABLES—		
Asparagus, doz.	....	1 50
Beets, new, bag	....	3 50
Cabbage, Mississippi, crate	....	3 00
Carrots, new, bag	....	3 50
Florida celery, crate	....	5 00
Cucumbers, extra fancy, hothouse, doz.	....	1 25
Green peas, lb.	....	0 12½
Green pepper, crate	....	5 00
Head lettuce, Minnesota, hampers	....	3 50
Head lettuce, Cal., crate	....	4 50
Leaf lettuce, doz.	....	0 25
Onions—		
Cal., bag	....	5 00
Parsley, per doz. bunches	....	0 40
New potatoes, per bbl.	....	6 00
Potatoes, old, Southern, bush	....	1 50
Radishes, doz.	....	0 25
Tomatoes, Florida, per crate, 6 bkts.	....	4 50
Turnips, new, bag	....	3 50
Shallots, per doz.	....	0 80

FRUIT IN NEWFOUNDLAND.

BOWRING BROS., LTD., ST. JOHN'S, NFLD.—In our ease we have to depend almost entirely on the condition the fruits are reeeived to make a net profit. Conditions here are sueh that it requires at least five days to get the fruit from large markets, and as the steamers have no eold storage plants, the goods are liable to be more or less spoiled if the boats are delayed. Whenever this oeeurs we do not, of course, make as mueh money as if they were reeeived in good eondition. We invariably make a good profit if the fruits are sound on arrival.

In California the market for prunes is beginning to show some easiness, although with the increased erop prospeets the statisties do not warrant anything like what might be called a slump. There are some of the faetors in the market holding to the old idea of an advanee, and the future in the market appears to be much of a guessing contest.

PRODUCE & PROVISIONS

Hot Weather Boosts Cooked Meats; Some Foreign Enquiry for Butter

Housewives Don't Like the Burning Stoves When Mercury Rises—Egg Situation Steady—Not Much Strength in Pure Lard—Good Sales of Bacon.

MONTREAL.

PROVISIONS.—Business is rather quiet, except in some departments where hot weather has had the effect of improving demand. There is a good sale for hams and bacon, but there is little chance of an advance in price. Pure lard continues easy.

Hams—	**Per lb.**	
Medium, per lb.	0 18	0 19
Large, per lb.	0 17½	0 18
Backs—		
Plain, bone in	....	0 22
Light, per lb.	....	0 19
Boneless	....	0 25
Peameal	....	0 26
Bacon—		
Breakfast, per lb.	0 17	0 18
Roll	....	0 17
Shoulders, bone in	....	0 15
Shoulders, boneless	....	0 16½
Cooked Meats—		
Hams, boiled, per lb.	....	0 27
Hams, roast, per lb.	0 26	0 27
Shoulders, boiled	....	0 26
Shoulders, roasted	....	0 27
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	....	0 15½
Long clear bacon, 80-100 lbs.	....	0 14½
Flanks, bone in, not smoked	....	0 15½
Barrelled Pork—	**Per bbl.**	
Heavy short cut mess	....	27 50
Heavy short cut clear	....	27 50
Clear fat pork	....	27 00
Clear pork	....	26 50
Lard, Pure—	**Per lb.**	
Tierces, 375 lbs. net	....	0 12
Tubs, 50 lbs. net	....	0 12¼
Boxes, 50 lbs., net	....	0 12¼
Pails, wood, 20 lbs, net	....	0 12½
Pails, tin, 20 lbs, gross	....	0 12
Cases, 10-lb. tins, 60 in case	....	0 12¾
Cases, 3 and 5-lb. tins, 60 in case	....	0 13
Bricks, 1 lb. each	....	0 13¼
Lard, Compound—		
Tierces, 375 lbs., net	....	0 10¼
Tubs, 50 lbs., net	....	0 10½
Boxes, 50 lbs., net	....	0 10½
Pails, wood, 20 lbs., net	....	0 10¾
Pails, tin, 20 lbs., gross	....	0 10¾
Cases, 10-lb. tins, 60 in case	....	0 11½
Cases, 3 and 5-lb. tins, 60 in case	....	0 11½
Bricks, 1 lb. each	....	0 12
Hogs—	**Per cwt.**	
Dressed, abattoir killed	12 75	13 00

BUTTER.—English importers have finally come into market for Canadian butter, and result has been a somewhat firmer tone, an advance of 1½c a lb. being noted at St. Hyacinthe and ½c at Cowansville. It is also reported that American buyers have been speculating on the Canadian market, which has given further strength.

Butter—		
Finest creamery, new milk	0 25½	0 26
Dairy butter	0 20	0 22

CHEESE.—There has been more activity in demand during the week and result has been fractional advances in prices. England has been stronger in the market, and considerable of the products of eastern makers has been picked up, this being preferred to the western make at lower price prevailing.

Cheese—		
New make	0 14½	0 15
Old specials, per lb.	0 15	0 16
Stilton	....	0 17

EGGS.—Receipts of eggs have begun to fall off with the hot weather, and although the packers have dropped out of the market, there is still sufficient demand in proportion to the supply, and prices remain steady with a firm tendency for strictly fresh stock. Nothing is being done with regard to exporting.

Eggs, case lots—	**Per dozen.**	
New laids	....	0 27
Selects	....	0 25
No. 1s	....	0 23
Splits	0 20	0 21

HONEY.—Market continues quiet, although new stock should be coming in now in a couple of weeks. One wholesaler is of the opinion that no matter what the shortness of the clover honey crop may be, there is now sufficient in stocks held in storage to meet demands.

	White Clover per lb.	Buckwheat per lb.
Honey—		
Barrels	0 11½	0 08½
Tins, 60 lbs.	0 12	0 09
Tins, 30 lbs.	0 12½	0 10
Tins, 5 and 10 lbs.	0 12½	0 10
Comb, 13-14 oz. section	0 20	0 15—0 16

POULTRY.—Hot weather has affected the demand in this market, although there is a place for poultry in the fancy trade.

POULTRY.

Fresh stock—	**Live.**	**Dressed.**
Broilers, per lb.	....	....—0 23
Ducks, milk fed	0 16—0 18	0 18—0 19
Fowl	0 15—0 17	0 16—0 18
Geese	....	0 15—0 16
Turkeys, spring	....	....—0 23
Turkeys, old Tom	....	0 14—0 16
Milk fed chickens, lb.	....	....—0 25
Milk fed broilers, lb.	....	....—0 25

TORONTO.

PROVISIONS.—Local wholesale provision men report brisk sales of cooked meats. This is, of course, due to the sultry weather, as the housewife does not care to spend very much time over a hot stove. This has had a tendency here to firm up the price of provisions, some houses quoting hams, breakfast and rolled bacon ½c a lb. higher. Boneless backs also show a shade advance, but dry salt meat, as represented by long clear bacon, can be bought for ½c lower than a week ago. Pure lard is a shade easier, with some firms holding last week's prices and others quoting from ¼c to ½c lower for tierces and tubs, with a shade firmer prices on pails and tins. Compound lard remains the same. No doubt the number of butter substitutes for cooking on the market is having its effect on prices of pure lard. Bacon is also selling fairly well because it is not very diffieult to cook.

Hams—		
Light, per lb.	0 18	0 18½
Medium, per lb.	0 18	0 18½
Large, per lb.	0 16	0 16½
Backs—		
Backs, per lb.	0 22	0 23
Boneless, per lb.	0 24	0 25
Pea meal, per lb.	0 23	0 24
Bacon—		
Breakfast, per lb.	0 18	0 19
Roll, per lb.	0 14½	0 15
Shoulders, per lb.	0 14	0 14½
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 14	0 14½
Cooked Meats—		
Hams, boiled, per lb.	0 26	0 27
Hams, roast, per lb.	....	0 26
Shoulders, boiled, per lb.	0 22	0 23
Shoulders, roast, per lb.	0 22	0 23
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	27 50	28 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 11½	0 11¾
Tubs, 60 lbs.	0 11¾	0 12
Pails, 20 lbs., per lb.	0 12¼	0 12½
Tins, 3 and 5 lbs., per lb.	0 12¾	0 13
Bricks, 1 lb., per lb.	0 13¼	0 14
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09¾	0 10¼
Tubs, 50 lbs., per lb.	0 10	0 10½
Pails, 20 lbs., per lb.	0 10¼	0 11
Hogs—		
F.O.B., live, per cwt.	....	8 50
Live, fed and watered, per cwt.	8 65	8 90
Dressed, per cwt.	11 75	12 25

BUTTER.—While Montreal reports indicate that butter is firmer in view of inquiry from the Old Country, local produce men do not seem to view the situation in that way. Butter, from a Toronto standpoint, is weak, creamery prints being shaded a little from a week ago. The trouble seems to be that although butter is from 2c to 3c lower than at a corresponding period a year ago, it is still too high for export. One dealer pointed out that some 9,000,000 lbs. were held over from last season by United States packers, and this has made the situation weak on the other side. At the same time, because the West is producing practically enough butter to supply the demand, Eastern butter is finding no market in that part of the country. The situation, therefore, is dull and not likely to improve until export begins on a substantial basis.

Butter—		
Creamery prints, fresh made	0 24	0 26
Separator prints	0 22	0 23
Dairy prints, choice	0 20	0 21
Dairy, solids	0 19	0 20

EGGS.—The egg market is steady this week, with no changes in price. The demand is only fair, the majority of people apparently having a greater desire this hot weather for fruits, which are comparatively cheap. So far as the city trade is concerned, the demand is weakening in view of so many people having gone to the summer resorts.

Eggs, case lots—	**Per dozen.**	
Strictly new laid, in cartons	0 27	0 28
Selects	0 25	0 26
Straights	0 23	0 24
Trade eggs	0 20	0 21

HONEY.—The mere mention of the word honey to the majority of produce men brings forward somewhat of a melancholy smile. The honey market is un-

doubtedly not in the best of shape from the standpoint of the holder. The abundance of fresh fruits is also holding down sales of this line. Most wholesalers have yet considerable stocks in their warehouses.

Honey—		
Clover, bbls., per lb.		0 09¾
60 30-lb. tins, per lb.		0 10¼
10 6-lb. tins, per lb.		0 11
Buckwheat, bbls.	0 06½	0 07
Buckwheat, tins	0 07	0 07½
Comb	1 75	2 00

CHEESE.—The prospects are that there will not be as much cheese manufactured this year as last, particularly in Eastern Ontario. Grass there is reported in a more or less parched condition, and not at all satisfactory from the dairy man's standpoint. In some places farmers are actually supplementing the pasture food with barn fodder. The market is unchanged and steady.

Cheese—		
Old, large	0 16½	0 17
Old, twins	0 16¼	0 16½
New, large	0 13¾	0 14¼
New, twins	0 14	0 14½

POULTRY.—Wholesale poultry men are not handling a great deal of new chickens as yet. In August, however, this market will pick up wonderfully from a selling standpoint and a greater range in prices will then be observed.

Fresh Stock—	Live.	Dressed.
Fowl	0 13	0 14
Spring chicken, lb.	0 22	0 25
Turkeys, young	0 15	0 18
Turkeys, old Tom	0 13	0 15
Ducklings	0 13	0 15

The following transactions took place at the meeting of the Toronto Produce Exchange on Monday:—

Butter—700 creamery prints, 23½c asked, 23c bid.

Cheese—50 boxes large parf., 13c asked; 25 boxes large parf., 13c asked; 50 boxes twins parf., 13⅛c asked, 13c bid; 25 boxes twins parf., 13⅛c asked; 50 boxes trip parf., 13¾c asked; 25 boxes trip, parf., 13⅜c asked; 50 boxes Stilton, new, 14c asked; 50 boxes Stilton, Sept., 15¼c asked.

WINNIPEG.

PRODUCE AND PROVISIONS. — Lard has had further decline. Cured meats steady. Butter and eggs unchanged.

Eggs—		
Extra first		0 24
Checks		0 17
Extras, in cartons		0 27
Butter—		
Creamery, Manitoba		0 27
Dairy	0 19	0 24
Cooking	0 12	0 16
Cured Meats—		
Hams, per lb.		0 21
Shoulders, per lb.		0 13
Bacon, per lb.		0 26
Long clear, D.S., per lb.		0 14
Mess pork, bbl.		28 00
Lard—		
Tierces		0 10½
Tubs, 60s		5 37
Pails, 20s		2 22
Cases, 5s		6 82
Cases, 3s		6 90

FIFTY YEARS OF GROCERY HISTORY IN CANADA.

(Continued from page 27.)

they bought the seed store of Sharp Brothers, which they also conducted for several years, importing stocks from the Old Country and selling to the farmers; the business was largely in field seeds in bulk. In this connection there was also a garden for raising young plants, which were sold retail. Concerning these ventures Canadian Grocer asked an opinion.

"They were all right if they were run right," was the admission made, but it was explained that the firm could not get the right kind of co-operation from the men in charge, and as they did not know much of these businesses themselves, a few seasons decided them to sell out and devote full energy to the groceries.

A Corner in Coal Oil.

There was in Guelph in the old days an oil refinery which was run by John L. Lewis, whose store Mr. Jackson and his partner bought when they started in business; and Mr. Jackson tells of one little venture through this connection which made them some money. Mr. Lewis gave them inside information that oil was likely to advance, and they bought a large number of barrels. "We made a good thing out of that," was the brief comment of the veteran, who explained that in those days there was money to be made by keeping closely in touch with the market, and buying when there was an advance in sight; in this respect things have changed to a large extent, because the grocer does not handle so many commodities in bulk as in the past.

Of the forty-six years that Mr. Jackson has worked daily in the same establishment, over forty have seen him as proprietor. But his grocery experience in Guelph goes back further than that, for he was a clerk for five years in Rutherford's, which was one of the big general stores in those days, and employed eleven hands. At this time he was fresh from England, and had worked for about six years at the grocery trade in Cumberland and Liverpool, emigrating to Canada at the age of manhood. From the Rutherford store he joined the staff of John L. Lewis, who was located in the exact premises which are occupied by the firm of Jackson & Son to-day, with the exception that a portion which was devoted to the sale of liquors has been cut off, this business having been sold. Five years in the Lewis store, and young Jackson and his partner, Hallet, also a clerk in the store, got together and made a deal to take over the business which they conducted for about thirty-five years when the present firm was formed.

To-day, while Mr. Jackson still takes an active interest, the business is largely conducted by his two sons, who have been associated with him for many years, and who are to a considerable degree responsible for maintaining the popularity of the establishment.

MARKING GOODS AND INVENTORYING.

(Continued from page 30.)

Inventory Costs.

In the ordinary way of inventorying, only the cost prices are used. The best way is to run the cost and selling prices in two parallel columns and compute both ways.

In this case "boost" is estimated or "taken" differently. Big dealers and jobbers take their goods at present value as a rule. Thus they disregard what they paid for their stock and put it in on the basis of what the stock would cost them to-day. No doubt that is the right way for them to do. Even here, however, houses have ways and habits of their own. For instance, one very big and markedly successful house does this: At inventory, every item which has declined in value is taken on the basis of present replacement cost. But any item which has enhanced in value is taken in at its original cost. You can see that the result of this kind of buffer is to give that house always and invariably a stock that is worth MORE than their own figures indicate. Such process must necessarily make for increased success.

A Safe Method.

For the retail grocer, the practical way, almost all along the line, is to take his stock at the original laid-in cost. This is pretty safe for him. Naturally, he will figure a new cost on any goods which have shrunk in value to any great extent; but it would be better for him not to take the benefit of any advance to speak of. Take things very conservatively. Do not be guilty of fooling yourself. What is good for very big houses, those which are known to be very successful, should certainly be good for us who are smaller.

The taking costs and selling prices in parallel columns will show you just what your average spread actually is. That is something which will be valuable to you.

BUSINESS CHANCES

OPENING FOR GENERAL STORE AT Hubert, B.C., new town on main line Grand Trunk Pacific transcontinental railroad. Hubert is the trade center of the fertile Bulkley Valley, also supply point for great mining district. Train service has started, station and side tracts built, post office established, and Government bridge over Bulkley River, connecting highways, completed. Trade is waiting for right man to establish general store. For detailed information write R. L. Gale, Deputy Mining Recorder, Hubert, B.C.

BANNER L&B BRAND

A Pure Jam

at a popular price

LONG strides in the manufacture of pure food have been made in the past, but in most lines pure food means expensive food. In Jam, however, it has fallen to our lot to produce an article that for purity has no superior, for quality and flavor few can equal it, and above all, is low-priced and gets the popular vote.

This is Banner Brand Pure Fruit Jams made of the finest quality fresh fruit, pure apple jelly and cane sugar, blended in such a way as to emphasize the rich, natural flavor. No preservatives or glucose are used—only the finest fresh ripe fruits and sugar.

Put up in the **original tumbler,** 12 oz.; No. 2, 5 and 7 gold-lacquered, sanitary pails, and 30-lb. wood pails for bakers' use.

Splendid profits—order now from your Wholesaler.

Lindners Limited

WINNIPEG
306 Ross Ave.

TORONTO
340 Dufferin St.

Representatives:
H, Whissell, 2928 Drolet St., Montreal; H. D. Marshall, Ottawa; W. L. McKenzie & Co., Edmonton and Regina; Jacksons, Limited, Calgary; H. E. Gross, Vancouver; R. S. McIndoe, Toronto.

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

COOK'S FRIEND BAKING POWDER.

In Cartons—	
No. 1 (25c size), 4 doz.	$ 2 25
No. 1 (25c size), 2 doz.	2 25
No. 2 (10c size), 6 doz.	0 80
No. 2 (10c size), 3 doz.	0 80
No. 3 (5c size), 4 doz.	0 45
In Tin Boxes—	
No. 13, 1-lb., 2 doz.	3 00
No. 14, 8-oz., 3 doz.	1 75
No. 15, 4-oz., 4 doz.	1 10
No. 16, 2½ lbs.	7 25
No. 17, 5 lbs.	14 00

ROYAL BAKING POWDER.

Sizes	Per doz.
Royal—Dime	$ 0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—when packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5c tin, 40c per doz.; 4-oz. tin, 65c per doz.; 6-oz. tin, 90c per doz.; 8-oz. tin, $1.20 per doz.; 12-oz. tin, $1.60 per doz.; 16-oz. tin, $2.25 per doz.; 8-lb. tin, $5 per doz.; 5-lb. tin, $9.50 per doz.

FOREST CITY BAKING POWDER.

6-oz. tins	$ 0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$ 0 17
In 10-lb. lots or case	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

100 books and over, each	0 03½
500 books to 1,000 books.	0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, $3.00.
The King's Food, 2 doz. in case, per case, $4.80.
White Swan Barley Crisps, per doz., $1.
White Swan Self-rising Buckwheat Flour, per doz, $1.
White Swan Self-rising Pancake Flour, per doz., $1.
White Swan Wheat Kernels, per doz., $1.50.
White Swan Flaked Rice, $1.
White Swan Flaked Peas, per doz., $1.

DOMINION CANNERS.

Aylmer Jams.	Per doz.
Strawberry, 1912 pack	$2 15
Raspberry, red heavy syrup	2 15
Black Currant	2 00
Red Currant	1 85
Peach, white, heavy syrup	1 50
Pear, Bart., heavy syrup	1 77½

Jellies.

Red Currant	2 00
Black Currant	2 20
Crabapple	1 65
Raspberry and red currant	2 00
Raspberry and gooseberry	2 00
Plum jam	1 55
Green Gage plum, stoneless	1 55
Gooseberry	1 85
Grape	1 55

Marmalade.

Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	2 00
Ginger	2 20

Pure Preserves—Bulk.

	5 lbs.	7 lbs.
Strawberry	0 69	0 95
Black currant	0 69	0 95
Raspberry	0 69	0 95

14's and 30's per lb.

Freight alowed up to 25c per 100 lbs.

Strawberry	0 69	0 95
Black currant		0 13
Raspberry		0 13

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb	0 35
Soluble, bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

TO RENT

IN OUR

New Edmonton Warehouse

3 FLOORS 50 x 130

Building—Solid Mill Construction

Insurance—Very Low **Trackage** Facilities

WILL LEASE FOR A TERM OF YEARS—OR RENT BY THE MONTH.

For Particulars Write

NICHOLSON & BAIN

Wholesale Commission Merchants and Brokers

Head Office, WINNIPEG, MAN.

Branches, Regina, Calgary, Edmonton, Saskatoon, Vancouver

A tip on the side, Mr. Grocer

Did it ever occur to you that you can make more money selling Malcolm's lines of Condensed Milk and Condensed Coffee than any other line on the market? Malcolm's lines of Milk and Coffee are making new and satisfied customers every day. For quality and deliciousness they are unsurpassed. Our Condensed Coffee, with milk and sugar added ready for use, is a seller from the start. No other brand can equal it for flavor.

PRICES:

St. George Brand Coffee, 2 doz. in case	**$4.80**
St. George Evaporated Milk, 4 doz. in case	**3.60**
Banner Condensed Milk, 4 doz. in case	**5.25**
Princess Condensed Milk, 4 doz. in case	**4.50**
Premier Machine Skimmed, 4 doz. in case	**3.80**

Order them from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax. We will prepay freight up to 50c. per 100 lbs.

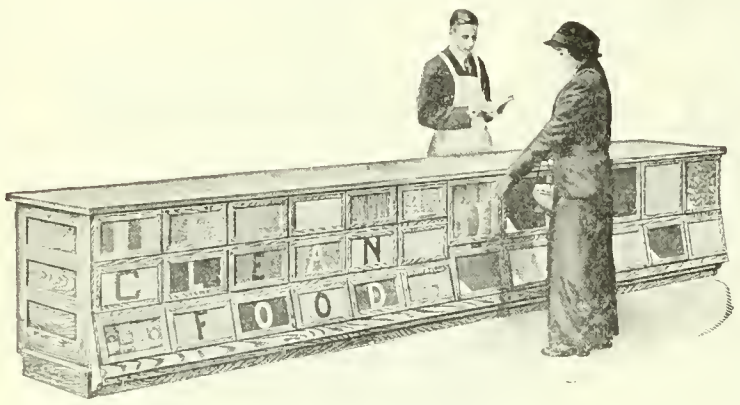
Malcolm's Condensing Co.

St. George, Ontario

"Sherer's" Grocery Counter

For 20 Years the Leader

and leadership means excellence, but unfortunately it also means *imitators*, and cheap ones at that.



PATENT PENDING

The argument in favor of the Sherer Counter is perfection in adaptability to the grocer's use—perfection in material and perfection in construction.

The Imitator's talk is of the cheapness of his product.

But Quality is worth the price, and the name of "Sherer" on a Counter is a guaranty of Quality.

Full information in our free Catalog Number C10

SHERER-GILLETT COMPANY

Head Office: Chicago, Ill.

Canadian Office and Factory: Guelph, Ont.

John Duncan & Co.

Montreal

TEAS

of all grades from every tea producing country in the world.

Ask us for Samples.

Say You Saw It

in

Canadian Grocer

Unsweetened Chocolate.

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90

Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb. boxes	0 20
Diamond, 6's and 7's, 6 and 12-lb. boxes.	0 25
Diamond, ¼'s, 6 and 12-lb. boxes	0 26

Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½ lb. packages, 2 doz. in box, per doz.	0 90

Chocolate Confections	Per lb.
Maple buds, 5-lb. boxes	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes. lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 4 bars per box	0 85

EPP'S.

Agents—F. E. Robson & Co., Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ¼, ½, and 1-lb. tins, 14-lb. boxes, per lb.	0 35
10c tins, 3 doz. in box, doz.	0 90

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N. B.; J. A. Taylor, Montreal; P. Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Nut milk breakfast cocoa, ¼'s and ½'s	0 36
Nut milk, No. 1 chocolate.	0 30
Nut milk Navy chocolate, ½'s	0 26
Nut milk Vanilla sticks, per gr.	1 00
Nut milk Diamond chocolate, ½'s	0 24
Nut milk plain choice chocolate liquors	20 30
Nut milk sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1, chocolate, ¼ and ½-lb. cakes, 34c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins., 39c. lb.; German's sweet chocolate, ¼ and ¼-lb. cakes, 6-lb. boxes, 24c lb.; Caracas sweet chocolate, ½ and ¼-lb. cakes, 6-lb. boxes, 32c lb.; Cinqueme sweet chocolate, 1-5-lb. cakes, 6-lb. boxes, 21c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked cocoa, ½-lb. pkgs., 6-lb. bags, 31c lb. Caracas tablets, 5c cartons, 40 cartons to box, $1.25 per box; Caracas tablets, 5c cartons, 20 tons to box, 65c.

The above quotations are f. o.b. Montreal.

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved—	Per case.
Eagle Brand, each 4 doz.	$ 6 00
Reindeer Brand, each 4 doz.	6 00
Silver Cow Brand, each 4 doz.	5 40
Gold Seal Brand, each 4 doz.	5 25
Mayflower Brand, each 4 doz.	5 25
Purity Brand, each 4 doz.	5 25
Challenge Brand, each 4 doz.	4.50
Clover Brand, each 4 doz.	4 50

Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each, 4 doz.	4 50
Peerless Brand, tall, each 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each 2 doz.	4 25
St. Charles Brand, gallons, each ½ doz.	4 75
"Reindeer" Coffee and Milk, "large," each 2 doz.	4 80
"Reindeer" Coffee and, Milk, "small," each 4 doz.	5 50
"Regal" Coffee and Milk, each 2 doz.	4 50
"Reindeer" Cocoa and Milk, each 2 doz.	4 80

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN BLEND.

1-lb. decorated tins, lb.	0 35
Mo-Ja, ½-lb. tins, lb.	0 32
Mo-Ja, 1-lb. tins, lb.	0 30
Mo-Ja, 2-lb. tins, lb.	0 30

Presentation (with tumblers) 28c per lb.

MINTO BROS.

MELAGAMA BLEND.

Ground or bean—	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 38

Packed in 30's and 50-lb. case. Terms—Net 30 days prepaid.

FLAVORING EXTRACTS.

SHIRRIFF'S.

Quintessential.

1 oz. (all flavors), doz.	1 05
2 oz. (all flavors), doz.	2 00
2½ oz. (all flavors), doz.	2 30
4 oz. (all flavors), doz.	3 50
5 oz. (all flavors), doz.	4 50
8 oz. (all flavors), doz.	6 50
16 oz. (all flavors), doz.	12 00
32 oz. (all flavors), doz.	22 00

Discount on application.

CRESCENT MFG. CO.

Mapeleine—	Per doz.
2-oz. bottles (retail at 50c)	4 50
4-oz. bottles (retail at 90c)	6 80
8-oz. bottle (retail at $1.50)	12 50
16-oz. bottles (retail at $3)	24.00
Gal. bottles (retail at $30)	15 00

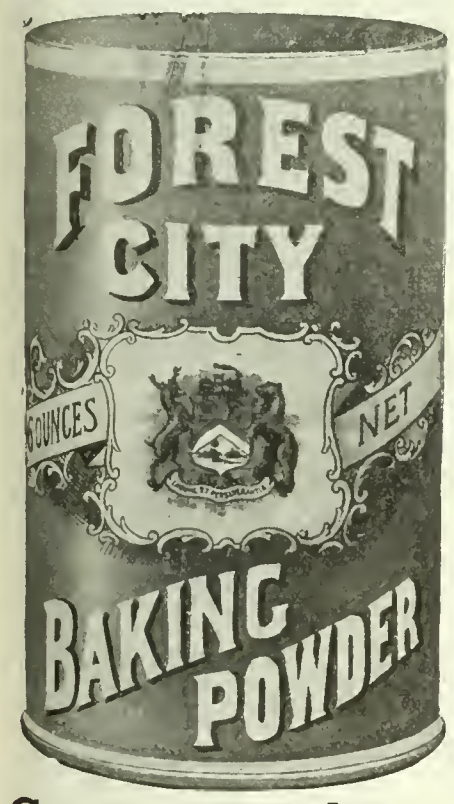
Probably the best reason why you should sell

CHASE & SANBORN'S
High-Grade Coffees

is because your customers have learned to like and ask for them.

Chase & Sanborn, - Montreal

HIGH-GRADE COFFEES



—makes the baking good

When the housewife uses **Forest City** Baking Powder the result is light, fine-grained, tasty baking.

To the dealer it means a satisfied customer and continued patronage.

Forest City has been a home favorite for over 25 years.

Stock and Display.

Gorman, Eckert & Company
LIMITED
London Ontario

Western Selling Agents
Mason & Hickey, Winnipeg

Cooked Hams

This is the Season for Cooked Meats. Are you cultivating this trade on your provision counter? You will find it both profitable and attractive. Let us send you particulars.

F. W. FEARMAN CO., Limited
Hamilton, Ont.

When Buying Seeded Raisins

You are Sure to get the very Finest quality if you specify

"PANSY" brand Fancy Quality

"DAPHNE" brand Choice Quality

Packed by

Guggenhime & Co.

San Francisco, California

SUMMER FRUITS

Cantaloupes

Genuine Sweet Deckers

California Pears

Plums

Finest Georgia Peaches

In 6-Basket Crates

Watermelons New Potatoes

Lemons Oranges Limes

and a full assortment of local Fruits and Vegetables

Importers from All Parts of the World

WHITE & CO., Limited, Toronto

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case..	0 11¼
Cases, 5 lbs., 12 to case ..	0 11½
Cases, 10 lbs., 6 to case ..	0 11

F. O. B. Montreal.

MARMALADE.

SHIRRIFF BRAND.
"SHREDDED."

1 lb. glass (2 doz. case)	$1 90	$1 80
2 lb. glass (1 doz. case)	3 20	3 30
4 lb. tin (1 doz. case) .	5 50	5 25
7 lb. tin (½ doz. case)	8 60	8 25

"IMPERIAL SCOTCH."

1 lb. glass (2 doz. case)	$1 60	$1 55
2lb. glass (1 doz. case)	2 80	2 70
4 lb. tin (1 doz. case)	4 80	4 65
7 lb. tin (½ doz. case)	7 75	7 50

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins.
D. S. F., ¼-lb.	$1 40
D. S. F., ½-lb.	2 50
D. S. F., 1-lb.	5 00
F. D., ¼-lb.	0 85
F. D., ½-lb.	1 45
	Per jar.
Durham, 4-lb. jar	0 75
Durham, 1-lb. jar	0 25

VERMICELLI AND MACARONI

C. H. CATELLI CO., LIMITED.

Hirondelle Brand.
Prices for Quebec.

	1 lb. pkgs.	Loose.
Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Animals, Stars, Alphabets, Small Paste Assorted, 30 lbs., cases....	7	6½
Egg noodles, case 10 lbs., loose; cases 60 pkgs., ½ lb. each	7½	7

Marguerite Brand.

Same assortment as above	6½ 6

Catelli Brand.

Vermicelli, Macaroni, Spaghetti, 30 lbs. (loose)	5½
30 lb. cases, 1 lb. pkgs.	5½

Terms, Net 30 days.

Ontario.

L' ETOILE (STAR) BRAND.

Freight Prepaid.

1 lb. pkg., 25 cases or more	.07½
1 lb. pkg., less than 25 case lots	07½
5 lb. box, loose, per lb...	.05½
10 lb. box, loose, per lb. ..	.05½
21 lb., loose, long, per box	1.50

Terms net 30 days.

JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz 1 80

Straight.

Lemon, contains 2 doz. ...	1 80
Orange contains 2 doz.	1 80
Strawberry, contains 2 doz.	1 80
Chocolate, contains 2 doz. .	1 50
Cherry, contains 2 doz. ..	1 80
Peach, contains 2 doz. ...	1 80

Weight, 8 lbs. to case, Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz 2 50

Straight.

Chocolate contains 2 doz..	2 50
Vanilla contains 2 doz.	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz. ...	2 50
Unflavored contains 2 doz..	2 50

Weight 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.

3 dozen to box	3 60
6 dozen to box	7 20

30 days.

RICHARDS' PURE SOAP.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naphtha as a free premium.

Richards' Quick Naptha Soap.

GENUINE. Packed 100 bars to case.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$5 90
Five cases or more	4 95

STARCH.

THE CANADA STARCH CO., LTD., EDWARSBURG BRANDS
and
BRANTFORD BRANDS.

Boxes.	Cents.
Laundry Starches—	
40 lbs., Cauada Laundry...	.06
40 lbs., Boxes Canada white gloss 1 lb. pkgs.	.06½
48 lbs., No. 1 white or blue, 4 lb. cartons	.07
48 lbs., No. 1 white or blue, 3 lb. cartons	.07
100 lbs., kegs, No. 1 white.	.06½
200 lbs., bbls., No. 1 white.	.06½
30 lbs., Edwarsburg silver gloss, 1 lb. chrome pkgs.	.07½
48 lbs. silver gloss, in 6-lb. tin canisters	.08
36 lbs., silver gloss 6-lb. draw lid boxes	.08
100 lbs., kegs, silver gloss, large crystals	.07
28 lbs., Benson's Satin, 1-lb. cartons, chrome label ...	.07½
40 lbs., Benson's Enamel (cold water), per case ..	3 00
20 lbs. Benson's Enamel (cold water), per case ..	1 50
Celluloid—boxes containing 45 cartons, per case	3 00

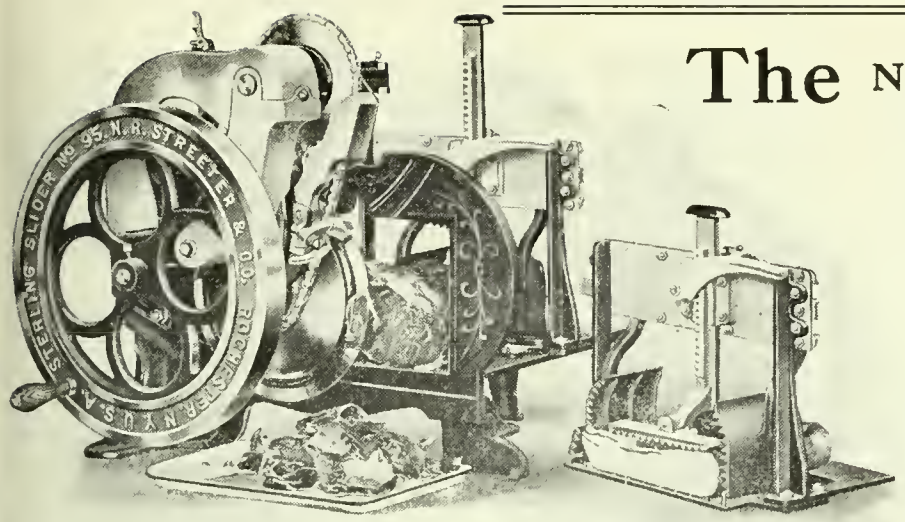
Culinary Starch.

40 lbs. W. T. Benson & Co.'s prepared corn	.07½
40 lbs. Canada pure corn starch	.06
(120-lb. boxes ¼c higher.)	
Casco Potato Flour, 20-lb. boxes, per lb.	.10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.	.60
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.....	.06½
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	.07
Barrels, 200 lbs.	.06½
Kegs, 100 lbs.	.06½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lbs.	.07½
8 in case	.07¾
6-lb. toy trunks, lock and key. 6-lb. toy drum, with drumsticks, 8 in case ..	.08
Kegs, extra large crystals, 100 lbs.	.07
Canadian Electric Starch—	
Boxes containing 40 fancy pkgs., per case	3 00
Celluloid Starch—	
Boxes containing 45 cartons, per case	3 60
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.06
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.07½
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	.07½
(20-lb. boxes ¼c higher than 40's.)	



The No. 95 Sterling Slicer

"A SURE TRADE-GETTER"

Slices the ends and pieces.
Slices bacon, boiled ham evenly.
Slices thin as a wafer to 3/8 in. thick.
Few live merchants are without one.

Price $80.00 Complete

Ryan Brothers

Toledo Scales—Hobart Coffee Mills
Eclipse Refrigerators

Winnipeg

VACUUM SEALING

All food packers know the value of sealing food products under a Vacuum. Goods properly packed and sealed in this manner keep indefinitely. This method has been used successfully for years with tin cans, but only recently has it been possible with glass containers.

The essential requirements are speed, easy handling, economy and an absolutely air-tight seal. The Anchor method fulfills all of these, and in addition provides a serviceable reseal after the first one has been broken. Anchor caps have a mechanical seal as well as the Vacuum, so that should a package for any reason lose its vacuum, the contents are still much more effectually and securely sealed than by any other known method.

Anchor caps are quickly and easily applied; an unskilled operator can seal from twenty-five to thirty a minute; cheap when compared with results and satisfaction obtained, and are made in a great variety of sizes to suit all styles of tumblers, jars and bottles.

Write us for catalogue and price list, or have our representative call.

ANCHOR CAP & CLOSURE CORPORATION OF CANADA LIMITED

Turkish Delight

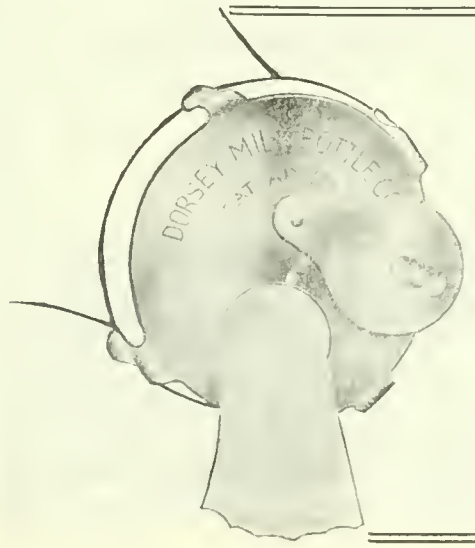
makes a really delightful money-making proposition for progressive dealers.

Let us send you a free sample and prices. You will then realize why it is such a good seller and profit-maker.

Drop us a card to-day.

Write

Oriental Produce Co., Montreal



The Dorsey

Milk Bottle Cover

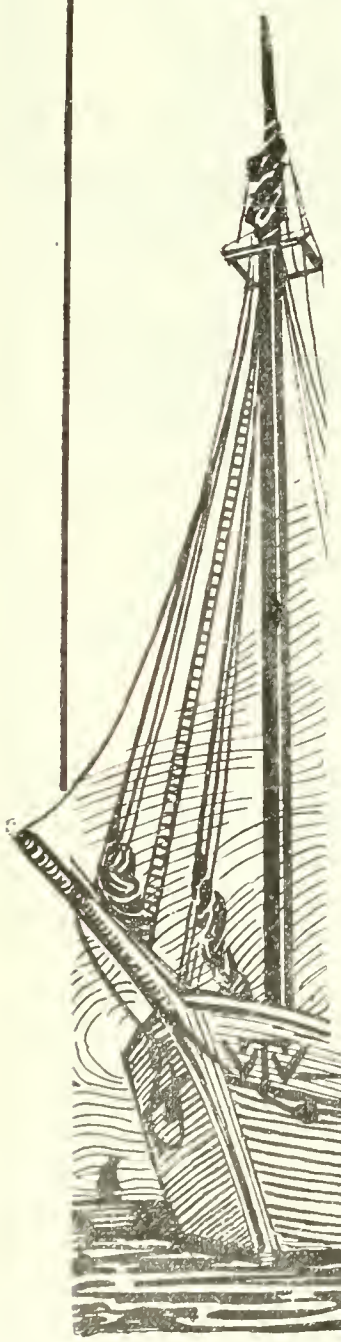
IS A WINNER

One merely has to remove the paper cover from a milk bottle, snap on a Dorsey cover and the bottle is ready for use as a pitcher. No constant removing and replacing of paper cover. No waste. No flies. No dirt. No odors. Never fail to please every housekeeper. Dorsey covers retail at 10c. Send for sample and prices. Canadian sales agency: Westmount Commercial Bldg.

Dept. H. Montreal

The select of the fishermen's catch

The sweet, freshly caught fish are scientifically prepared and packed by the Connor process. All the fresh ocean flavor is fully retained. The deliciousness of *Brunswick Brand* Sea foods are enjoyed by the masses throughout the Dominion.



For quick selling and customer satisfaction there is nothing that surpasses these Brunswick lines:

¼ Oil Sardines,
¾ Mustard Sardines,
Kippered Herring,
Herring in Tomato Sauce,
Finnan Haddies (oval and round tins)
Clams,
Scallops.

Better fill in your stock now and get your share of the profitable summer fish sales.

Connors Bros.
Limited
Black's Harbor - N.B.

OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack., 4 doz. per case, $4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, $3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, $3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case; $4; Ocean Borax, 8 oz. pack., 4 doz. per case, $1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, $3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, $3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, $6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, $6.50; Ocean Baking Powder, 4 oz. pack., 4 doz. per case, $3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, $1.60; Ocean Baking Powder, 5 lbs. tin, 10 tins per case, $7.50; Chinese Washing Powder, 8 oz., 120 pack, per case, $4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, $6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, $4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, $4; Ocean Liquid Blue, pint bottles, 2 doz. per case, $1.80; Petrolatum, 2 oz. jars, 12 doz. per case, $5.40; Petrolatum, 5 oz. jars, 6 doz. per case, $5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz. per case, $7.20.

SOUPS—CONCENTRATED

CHATEAU BRAND.

Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli, Consomme, Tomato.

No. 1's, 95c per dozen.
Individuals, 45c per dozen.
Packed 4 dozen in a case.

COW BRAND BAKING SODA.

In boxes only.
Packed as follows:

5c packages (96) $3 20
1 lb. packages (60) 3 20
½ lb. packages (120)..... 3 40
1 lb. 30 / ½ lb. 60 } Packages, Mixed. 3.30

SYRUP.

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case ... 2 50
5-lb. tins, 1 doz. in case ... 2 85
10-lb. tins, ½ doz. in case . 2 75
20-lb. tins, ¼ doz. in case .. 2 70
Barrels, 700 lbs. 3½
Half barrels, 350 lbs. 3¾
Quarter barrels, 175 lbs.... 4
Pails, 38½ lbs. 1 95
Pails, 25 lbs. each 1 35

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case ... 2 05
5-lb. tins, 1 doz. in case .. 3 20
10-lb. tins, ½-doz. in case.. 3 10
20-lb. tins, ¼ doz. in case.. 3 05

(5, 10 and 20-lb. tins have wire handles.)

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case . 4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s, Tins, 2 doz. to case.

Quebec, per case $1 35
Ontario, per case 1 50
Manitoba, per case 2 30
Saskatchewan, per case ... 2 60
Alberta, per case 2 70
British Columbia, per case. 2 40

DOMOLCO BRAND.

2s, Tins, 2 doz. to case.

Quebec and Ontario, per case 2 95
Manitoba, per case 3 40
Saskatchewan, per case ... 3 65
Alberta, per case 3 75
British Columbia, per case. 3 55

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles 3 and 6 doz. cases, doz. 0 90
Pint bottles, 3 doz., cases, doz. 1 75

H. P.

H. P. Sauce— Per doz.
Cases of 3 dozen 1 90
H. P. Pickles—
Cases of 2 doz. pints ... 3 25
Cases of 3 doz. ¼-pints. 2 20

STOVE POLISH.

JAMES DOME BLACK LEAD.

2a size, gross 2 50
6a size, gross 2 40

NUGGET POLISHES.

	Doz.
Polish, Black and Tan	0 35
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleanser	1 15

TOBACCO.

IMPERIAL TOBACCO COMPANY.

(Empire Branch)

Black Watch, 6s ½ butts, 9 lbs., boxes 5 lbs. 0 45
Bobs, 5s, ½ cads, 12 lbs., ¼ cads., 6 lbs. 0 39
Bobs, 10s, ½ butts, 12 lbs., ¼ cads., 6 lbs. 0 39
Currency, 5s, ½ butts, 9 lbs., boxes 6 lbs. 0 39
Currency Navy, 10s, ½ cads, 12 lbs., boxes 6 lbs. 0 39
Stag Bars, 5 1-3s, ½ butts, 12 lbs., boxes 6 lbs. 0 39
Old Fox, 10s, ½ butts, 12 lbs., boxes 6 lbs. 0 40
Pay Roll, thick, 7½s, ½ butts, 10 lbs., boxes 5½ lbs. 0 59
Pay Roll, thin, 7½s, ½ butts, 10 lbs., boxes 5 lbs. 0 59
Pay Roll, 7½s, ½ cads, 12 lbs., ¼ cads, boxes 6½ lbs. 0 59
Shamrock bars, 6 2-3s, ½ butts, 12 lbs., boxes 6 lbs. 0 50
Empire, 6s, cads 15 lbs., ¼ cads, boxes 6 lbs. 0 44
Empire, 12s, cads 15 lbs., ¼ cads, boxes 6 lbs. 0 44
Ivy, 7s, butts, 17 lbs., ½ butts, 8½ lbs. 0 50
Great West, 8s 0 59
Regal, 9s, ... 0 70
Starlight, 7s, ½ butts, 8½ lbs. 0 50

TEAS.

THE SALADA TEA CO.

East of Winnipeg.

	Wholesale.	R't'l.
Brown Label 1s and ½s	.25	.30
Green Label, 1s and ½s	.27	.35
Blue Label, 1s, ½s, ¼s, and ½s	.30	.40
Red Label, 1s and ½s .	.36	.50
Gold Label, ½s	.44	.60
Red-Gold Label, ½s ...	.55	.80

LUDELLA.

In 30, 60 and 80-lb. cases.

Black, Green or Mixed.

Blue Label ½s 0 21
Blue Label, 1s 0 20
Orange Label, 1s 0 23
Orange Label, ½s 0 24
Brown Label 1s and ½s .. 0 23
Brown Label, ¼s 0 30
Green Label 1s and ½s 0 35
Red Label, ½s 0 40

UPTON'S KETCHUP

is steadily making friends for itself.

A friend made is always retained—because it is absolutely the best value on the market.

Write us for prices or ask your jobber.

THE T. UPTON CO.
Limited

Factory at Hamilton,

Sales Dept. at St. Catharines.

RASPBERRIES

Fresh picked berries every morning. Nothing held over night. Let us look after your preserving orders.

CHERRIES

The poor strawberry crop just over and shortage of peaches will make big demand for cherries. Ask us for special quotations on large lots.

BANANAS, ORANGES, LEMONS,
DOMESTIC and IMPORTED
FRUITS and VEGETABLES

THE HOUSE OF QUALITY

HUGH WALKER & SON

Established 1861

GUELPH and NORTH BAY

MOTT'S "Elite" Chocolate

is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—**MOTT'S**

Retails at 10 Cents per Cake.

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

Hot Weather Special

on

Brooms

only while they last.

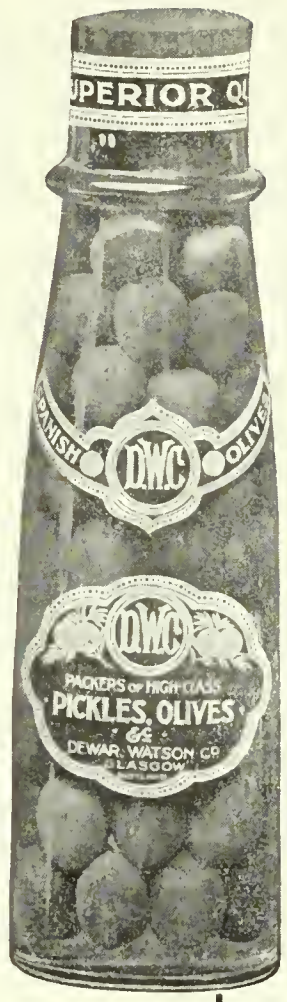
4 String,	No. 100,	$3.00	line at	$2.40
4 "	" 200,	$3.20	"	$2.60
4 "	" 300,	$3.60	"	$3.00

Regular goods.

Walter Woods & Co.
Hamilton

Do you know

the reason why so many dealers handle **D. W. C. Spanish Olives?** They give the customers more in quality and **quantity** for the money. **D. W. C. Olives** are quick sellers with a good profit.



Rowat & Co.

Glasgow, Scotland

CANADIAN DISTRIBUTORS: Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba, and the Northwest; F. K. Warren, Halifax, N. S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

ORANGE MARMALADE.

BANNER BRAND.

	Shipping Price Doz.	Weight Lbs.
12-oz. Glass Jars, 2 doz. to case	$1.00	33
Special Tumbler, 2 doz. to case	0.95	30¼
2-lb. Gold Lacquered Tins, 2 doz. to case	2.10	49
	Pail.	Lbs.
5-lb. Gold Lacquered Tins, 8 tins to case	0.42½	41
7-lb. Gold Lacquered Tins, 8 tins to case	0.59½	56

Freight prepaid up to 25c per 100 lbs. on five case lots and over.

MELAGAMA TEA.

MINTO BROS., LIMITED.

45 Front St. East.

We pack in 60 and 100-lb. cases. All delivered prices.

	Wholesale	Retail
Brown Label, 1-lb. or ½	.25	.30
Red Label, 1-lb. or ½	.27	.35
Green Label, 1s, ½ or ¼	.30	.40
Blue Label, 1s, ½ or ¼	.35	.50
Yellow Label, 1s, ½ or ¼	.40	.60
Purple Label, ¼ only	.55	.80
Gold Label, ¼ only	.70	1.00

JELLY POWDERS.

WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz.....$ 0.90

List Price.

"Shirriff's" (all flavors), per doz. 0 90

Discounts on application.

YEAST.

White Swan Yeast Cakes, per case 3 doz. 5c pkgs.. 1 15

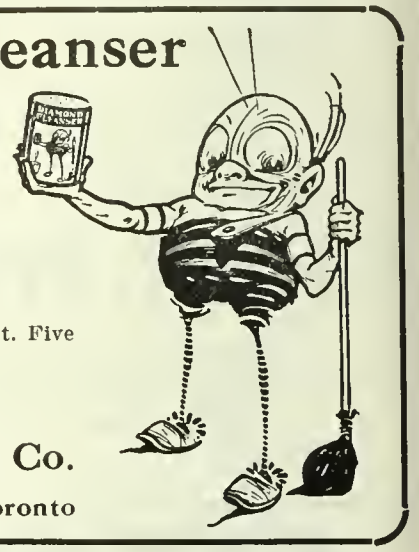
Diamond Cleanser

Has no equal as a cleaner.
Perfectly odorless.
Harmless to hands.

COSTS $3.00 PER CASE
four doz. cans to case

SELLS at 3 for 25c
or 10c a can

giving the grocer a good profit. Five case lots cost $2.85 a case.
Handled by all jobbers.



Manufactured by

Stephens, Welch & Co.

7 Ossington Av., Toronto

Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Co., Ltd.,

NIAGARA FALLS, ONT.

Early Vegetables

Tomatoes, Celery, Lettuce, Radishes, Etc.

Fresh shipments arriving daily. Our prices are exceptional—let us quote. Prompt shipment assured.

Write, phone or wire.

LEMON BROS.
Owen Sound, Ontario

Ain't this great weather for

"St. Nicholas"

"The utmost in Lemons"

J. J. McCabe
AGENT
TORONTO, ONT.

CIGAR EXCELLENCE
BEN BEY
10 Cents Worth of Delight

Your customers will appreciate your stocking this leader. Not only look good in the case but smoke good. Give them the best.

Write us or ask your jobber.

Ed. Youngheart & Co., Limited
MONTREAL

You can talk across the Continent for two cents per word with a want ad. in this paper.

The Tea that wins and holds trade.

This fine old country Tea is scoring victories all along the line. Reports of its success are coming in from all quarters, and dealers who are now stocking it say that it brings more praise than any tea they have ever handled.

DICKESON'S TEA
"The Beverage of the Old Country."

is ready to speed up your tea sales. You'll find it a popular line—a line easy to sell. It wins on Quality. Try it yourself. Note its fine, rich flavor and strength. Sold in the original aluminum wrapper.

Dickeson's Tea is the Best Tea.

Write to any of these Agents:

Toronto—Frederick E. Robson Co.
Hamilton—C. G. Walker & Co.
Ottawa—H. N. Bate & Sons, Ltd.
Windsor—G. Clair Bliss, Detroit, Mich.
London—R. Donaghy.
St. John, N.B.—E. T. Sturdee.
Quebec, Que.—A. Francois Turcotte.
Winnipeg, Man.—W. Lloyd Lock & Co.

Even more Fels-Naptha

soap can be sold by every dealer if enough effort is made by the merchant and his salesmen to show new customers its unique quality. The great point about Fels-Naptha is that no boiling or scalding is needed at all; and the wash is the better for it.

Buyers' Guide

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

You Want This

Taylor's Prepared Mustard

IN JARS

Over 100 years of success. A great deal different and a great deal better. Royalty has used it.

Agents Wanted

H. P. Taylor, 14 Place Royale, Montreal

COMTE'S

Satisfaction and profits with every sale. We want more agents. Write

Augustin Comte & Co.
Limited, P. O. Box 2963, MONTREAL

COFFEES

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal

WRITE TO
10 Garfield Chambers, Belfast, Ireland.
for Sample Copy of the

Irish Grocer, Drug, Provision and General Trades' Journal

If you are interested in Irish trade.

GRATTAN & CO., LIMITED
ESTD. 1825
The Original Makers of

BELFAST GINGER ALE

Agents in Western Canada
EMERSON, BAMFORD CO.
842 Cambie Street VANCOUVER, B.C.

COMBINE BARRAL

Preparation for preserving freshness of eggs. A very simple process for preserving eggs from one laying season to another without losing any of their qualities.

REFERENCE AND CIRCULAR FREE.

Octavier Rolland, P.O. Box 2363, Montreal

HOLLAND RUSK

is not an article that will be tried and disused after one day. It has real merit and it will be well worth your while to push it.

HOLLAND RUSK COMPANY
HOLLAND, MICH.

Raw Materials and Equipment

Some of the largest bakers in America are placing the buying of their materials and equipment in our hands. They know that they get better value through us.

The Biscuit & Cracker Mfrs. Co.
105 Hudson St. New York City

The
CONDENSED AD.
PAGE
WILL INTEREST YOU

YOU CAN TALK ACROSS THE CONTINENT FOR TWO CENTS PER WORD WITH A WANT AD. IN THIS PAPER.

---

53 Highest Awards in Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA

Registered Trade-Mark

Our Cocoa and Chocolate preparations are **Absolutely Pure** — free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co. Limited

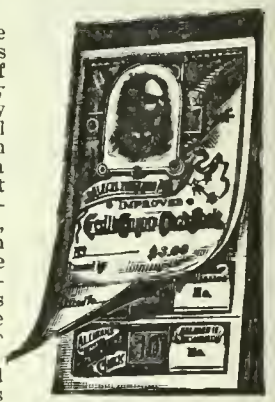
Established 1780

Montreal, Can. Dorchester, Mass.

When they ask for credit give them

ALLISON COUPON BOOKS

Please Them—Make Yourself Safe



Don't let the credit customers put you out of business, as they have done many a man. Control the situation yourself—when a man wants credit give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes.

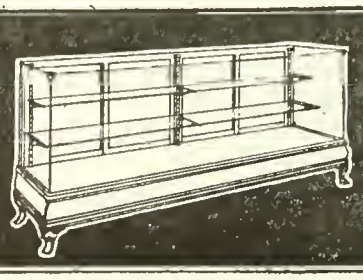
For sale by the jobbing trade everywhere.

Manufactured by

ALLISON COUPON COMPANY
Indianapolis, Indiana, U.S.A.

Before placing YOUR ORDER for

SHOW CASES, STORE FRONTS ETC.



Write us for full particulars and estimates

KENT, SON & CO.
261 King St. West
TORONTO

This Page Is The Clearing House for Grocers' Wants

WHAT HAVE YOU TO SELL?

This page will find a market for that Coffee Mill you are not using quicker than any other medium, by practically every progressive and is read from cover to cover by practically every progressive Grocer between the Atlantic and the Pacific.

Try it out.

Talk across Canada for two cents a word

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word for first insertion, 1c for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

MISCELLANEOUS

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 134, Stair Building, Toronto.

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

FIRE INSURANCE. INSURE IN THE Hartford. Agencies everywhere in Canada.

THE NATIONAL CASH REGISTER COMpany guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto. Arthur. Ont.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

ACCURATE COST-KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination — employees' time register and cost keeper. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

WANTED

A MAN WITH 15 YEARS' EXPERIENCE blending and tasting tea is open for engagement. Box 55, Canadian Grocer. 8|7|14

WANTED—A RELIABLE, AMBITIOUS MAN in every town, to look after the circulation of magazines. Work very remunerative. MacLean Publishing Company, 143-151 University Ave., Toronto, Ont. t.f.

WANTED—RELIABLE RETAIL GROCER in Toronto or Montreal to handle a weekly supply of fresh eggs. Box 49, Canadian Grocer. 295

MANUFACTURERS' AGENT WITH FIRST rate British connection wishes to secure partner or amalgamate with other responsible agent who will undertake office management. Apply Box 52, Canadian Grocer. (710)

WANTED—A FEW EXCLUSIVE LINES IN grocers' and bakers' specialties. We are well known to the trade in B.C. for over ten years. References. W. Hill & Co., Mfrs Agents, 847 Beatty St., Vancouver, B.C. Phone Sey. 7360. (724)

ENERGETIC SALESMAN, AGE ABOUT 40, wanted. Must have grocery connection between Montreal and Quebec. White Swan Spices & Cereals, Pearl St., Toronto, Ont. tf

WANTED—A GROCERY CLERK — ONE who can handle sign brush preferred. Steady position for the right man. Booze and cigarettes prohibited. Apply A. Ferguson, Port Arthur, Ont.

A PRACTICAL BUSINESS MAN, 18 YEARS' experience in the biscuit and confectionery trade in the cities of Quebec and Levis, Que., solicits representation of a first-class manufacturer of those lines. Best references. Address Adj. Gosselin, 155 3rd St., Limoilou, Que. (710)

A CANADIAN GENTLEMAN AT PRESENT managing tea, coffee and manufacturing department of a wholesale grocery in Southwestern States wishes similar position with a British Columbia firm. Can furnish best of Canadian and U.S.A. references. Have been connected with wholesale grocery business all my life and have filled every position from office boy to buyer. Write Box 53, Canadian Grocer, Toronto. (717)

FIRM OF MANUFACTURER'S AGENTS, with excellent connection among grocers and hardware stores in British Columbia, is open for an additional Agency. Must be good reliable house. Address H. J. Gardiner & Co., Fairfield Bldg., 445 Granville, Vancouver, B.C. 612

BUSINESS FOR SALE

FOR SALE — CASH GROCERY BUSINESS. Splendid location. A particularly well-paying business. Turnover of $19,000 per year. Good reasons for selling. Apply Box 51, Canadian Grocer.

WANTED, INFORMATION REGARDING good grocery or meat market for sale. Send description and price.—North-Western Business Agency, Minneapolis, Minn. (tf)

FOR SALE

FOR SALE—ONE COFFEE MILL, MEAT slicer, Stimpson computing scale, cheese cutter, all in first-class condition. A snap. Apply Box 389, North Battleford, Sask.

FOR SALE—THE STOCK AND FIXTURES of the largest and best equipped grocery and butcher business combined, on the best business corner in the progressive town of North Bay, Ont. Population about 14,000. This store did a cash business last year of over $90,000.00. Long lease. Good reasons for selling. Apply to Box 85, North Bay, Ont.

John Wanamaker says that advertising doesn't jerk—it PULLS. He ought to know, and yet some men think that advertising should go against all rules and precedents and jerk them to success with one tremendous yank.

Mistakes Destroy Confidence

Counter Cabinet Style—Closed

Install the Barr Account Register System and Avoid Them

The Barr Account Register is the simplest and most quickly operated system yet introduced. Its exclusive features put it in a class by itself, and is without a successful competitor in many points of efficiency. Made to accommodate from 100 to 1,000 accounts, and requires less counter or floor space than any other account system—*mistakes are an impossibility.*

WRITE TO-DAY FOR ALL PARTICULARS AND ASK FOR DEMONSTRATION.

SPECIAL NOTICE

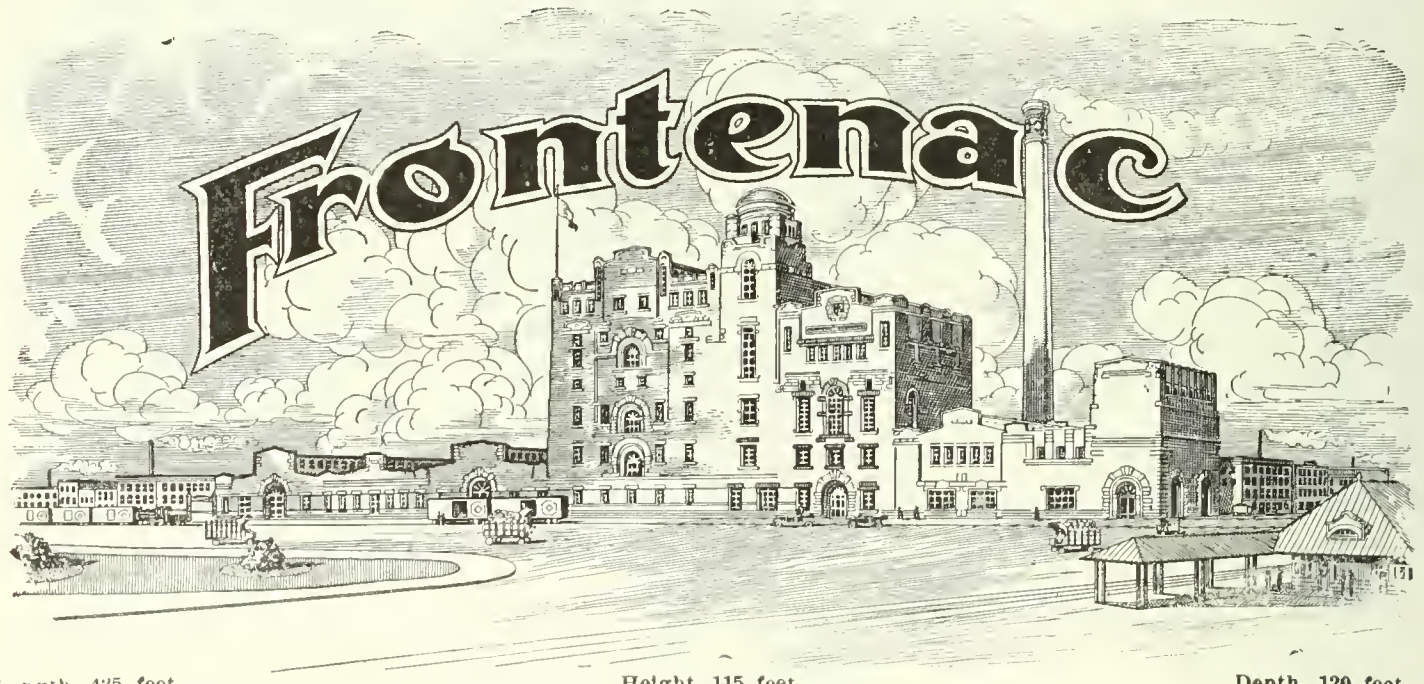
The Barr Register is a bona-fide Canadian invention, fully protected by valid patents. There never have been any legal proceedings against such patents, notwithstanding competitors' talk to the contrary. We make this announcement as we understand some merchants have been imposed upon and have been induced to buy other Registers through such talk.

BARR REGISTERS, LIMITED.

BARR REGISTERS LIMITED

TRENTON, ONTARIO

Great Britain: Head Offices, Dacre House, No. 5 Arundel Street. Strand, London, W.C. Factory, Birmingham, England.



Length, 425 feet. Height, 115 feet. Depth, 120 feet.
Capacity: 200,000 Barrels a year.

THE FRONTENAC BREWERIES, the finest, largest and best equipped in Canada

Frontenac Beer is Selling

Have you a stock? The new ½-doz. or full dozen cardboard package enables customer to carry it home under the arm. An idea appreciated both by latter and retailer.

Canada's Largest Brewery wants to do business with you.

THE FRONTENAC BREWERIES LIMITED, MONTREAL

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Increase your sales of

Tea and Canned Goods

Stock only **Good Teas.** They pay better, because they bring repeat orders. Our "**Victoria**" and "**Princess Louise**" Brands will please your customers and increase your Tea Sales.

Canadian Canned Goods
1914 Pack

We are now booking orders for our well-known "Victoria" brand; also for the popular Brands of The Dominion Canners.

We have on hand a complete assortment of 1913 Pack Canned Goods at interesting prices.

Imported Canned Goods
1914 Pack

The sales of "Le Soleil" brand Imported Vegetables and Soups are increasing each year. We sell these goods on their **merit,** and each initial sale means an assured customer.

Take advantage of the parcel post, and write for samples.

VERY IMPORTANT

We guarantee all goods labelled "Victoria" Brand. We know its quality.

Laporte, Martin, Limitee

568 St. Paul Street - MONTREAL, Que.

With SNAP all hands can be clean

Snap, the original hand cleaner, easily removes all kinds of grease and dirt from the hands without the slightest injury to the skin—soothes and refreshes. It will pay you to put lots of **Snap** into your business. A good profit is assured and a big demand is immediately created. Everybody needs it. Get **Snap** going in your locality. It pays.

SNAP COMPANY, Limited

MONTREAL

Century SALT

is pure, clean salt.

To build a business honestly you must sell purity in food products. Century Salt, from one year end to the other, is exactly the same, always pure white crystals, refined with the greatest care.

Excellent for table, cooking or dairy—you can satisfy every customer with Century Salt.

The DOMINION SALT CO., Limited
SARNIA, ONT.

Continental Grocery Bags

Let the fame of the name be your guide in buying.
REPUTATION is not always "a bubble"—sometimes it is a very beneficial thing—
As witness the reputation (DOMINION WIDE), of the

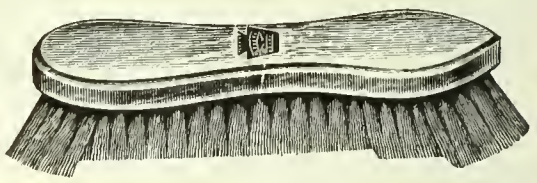
Continental Grocery Bags

Here are bags whose PRESENT PERFECTION is the cumulative result of constant effort and perfect methods in manufacture. Let this well-won fame decide your choice of Bags, and you will "close the avenue of future regrets."

The Continental Bag & Paper Co., Limited

Manufacturers **Ottawa**

Branches: MONTREAL and TORONTO
Agencies throughout Canada



The above cut shows an article of daily use in every household in Canada. We specialize on

Scrubbing Brushes

and have the cost of this class of goods reduced to a minimum. The Dealer gets the advantage of this when he buys our Brushes. We have a large range in every class of material which show good margins of profit in lines to retail from 10 cents to 25 cents. Remember it's the KEYSTONE BRAND.

Stevens-Hepner Company
Limited
Port Elgin, Ontario.

"CAMEL" FIGS

BEST — OF — ALL

The figs packed under this brand are the pick of the crop. They are especially thin-skinned, and have a nice, honey-like flavor.

Camel Figs are the only ones packed by Aram Hamparzum, and buyers have his guarantee for absolute cleanliness in packing.

The Camel Fig Package is so distinctly superior in appearance that it appeals very strongly to dealer and consumer alike.

Packers also of ROYAL EXCELSIOR and DROMEDARY DATES

Packers also of ROYAL EXCELSIOR and DROMEDARY CURRANTS

SOLE DISTRIBUTORS FOR UNITED STATES AND CANADA

THE HILLS BROTHERS CO.
NEW YORK

How about increasing your profits? The way to do it most surely is by better goods—better service.

Take another step forward and add Quaker Flour to your stock. Every one of your customers understands that the Quaker trademark stands for the highest possible quality. You will find that it will mean "flour satisfaction," consequently more flour profit.

Total Flour Capacity
5,000 Barrels Per Day
Sold the World Over

QUAKER FLOUR

Made by the Manufacturers of
Quaker Oats, Puffed Wheat, Puffed Rice, Etc.

The Quaker Oats Company Peterborough, Ont., and Saskatoon, Sask.

(620)

150% Profit on Cost
60% Profit on Selling Price

Figure as you like, you can't get away from the big CASH PROFIT on

The Introductory Package
of
Adams' Pepsin Tutti Frutti Gum

In order to place the new style of wrapping this brand quickly before the public, until August 15th next, 3 boxes are being sold for $1.20, the regular price of 2.

The 3 boxes contain 60 five-cent bars of gum, which sell for $3.00, giving $1.80 cash profit on a $1.20 purchase, and on an advertised brand at that.

Bill posters and street car cards are being displayed in all available cities from coast to coast. The quality of Adams' Pepsin Tutti Frutti Gum is such that this big cost is justified.

Samples for you to try are put in each box, so if you like the gum, tell your customers about it. They know you and your good word counts.

It means 3 cents profit on every five-cent sale for you.

Your wholesaler would like to ship your order early.

This brand is manufactured by

Canadian Chewing Gum Company
Limited

Toronto

FEATURING RETAIL ADVERTISING IN SUMMER

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVIII. PUBLICATION OFFICE: TORONTO, JULY 31, 1914. No. 31

ROBIN HOOD
PORRIDGE OATS

Packed in sanitary fibre tubes. The latest, most modern cereal package. Contents positively guaranteed against loss from weevil or bugs.

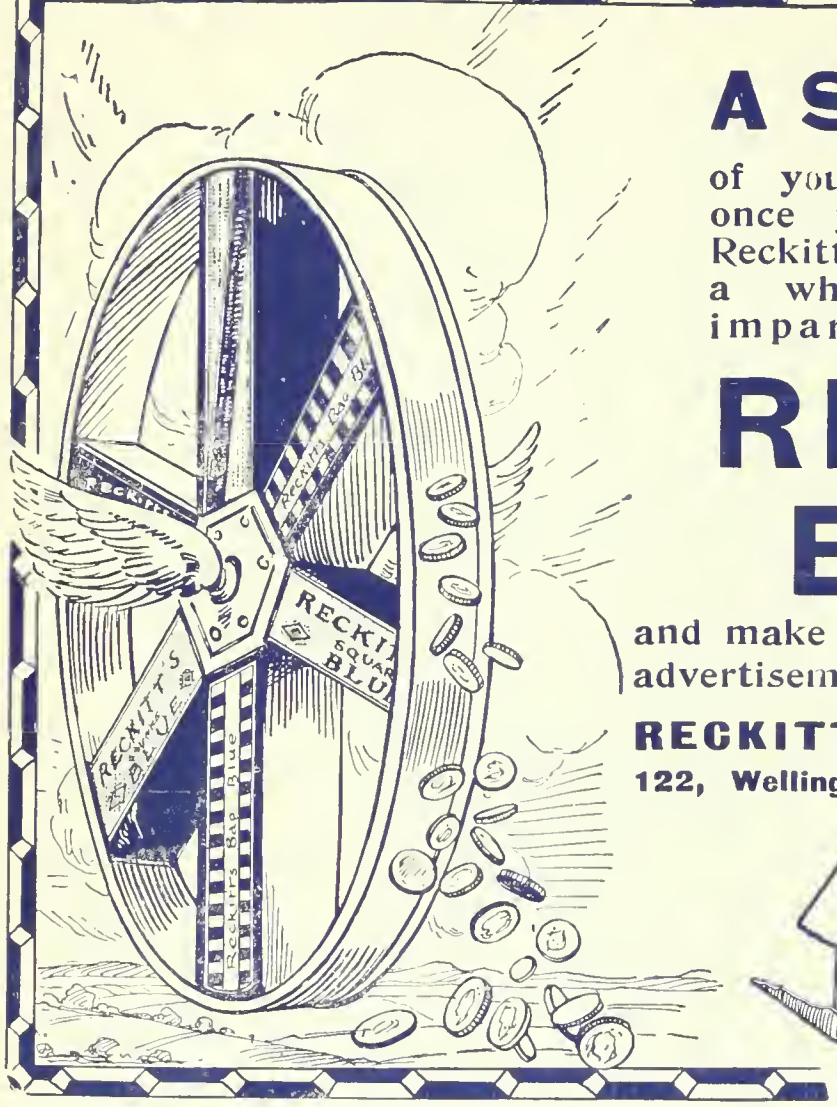
ROBIN HOOD PORRIDGE OATS

"The Canadian Breakfast"

The finest Porridge Oats ever made. Distinctive character. Rich Scotch Flavor. Milled from Selected Western Canada White Oats, the finest oats in the world.

If your jobber cannot obtain Robin Hood Porridge Oats for you, write or wire our nearest distributor.

Robin Hood Mills, Ltd.,	St. John, N.B.
Dominion Warehousing Co.,	Ottawa, Ont.
Dunn-Hortop, Ltd.,	Toronto, Ont.
Mason & Hickey,	Winnipeg, Man.
Robin Hood Mills, Ltd.,	Moose Jaw, Sask.
Robin Hood Mills, Ltd.,	Calgary, Alta.
Robin Hood Mills, Ltd.,	Vancouver, B.C



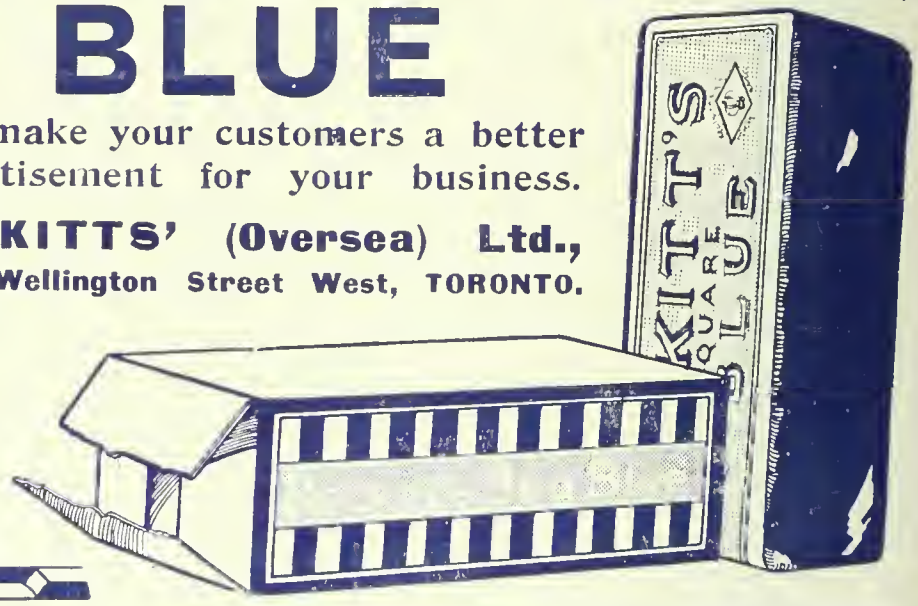
A Spoke in the Wheel

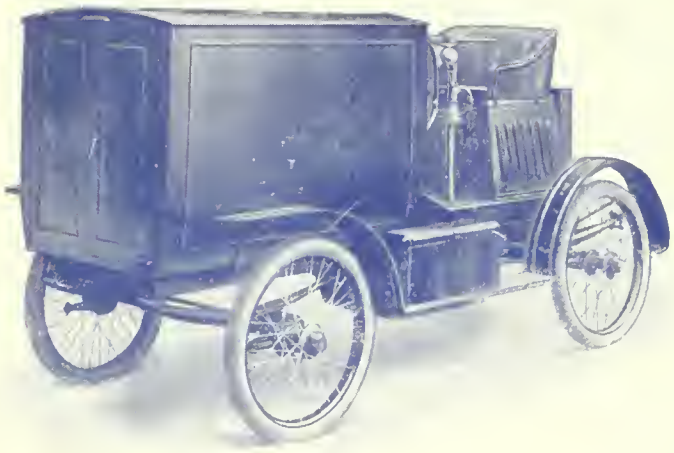
of your fortune is RECKITT'S BLUE, once your customers know how well Reckitt's does the work, and what a wholesome, snowy cleanliness it imparts to their linen. Stock

RECKITT'S BLUE

and make your customers a better advertisement for your business.

RECKITTS' (Oversea) Ltd.,
122, Wellington Street West, TORONTO.





Modern Delivery

The MOTOKART is the last word in the up-to-date City Transportation of light-weight merchandise. It will increase the yearly profits of every merchant with moderate size and weight goods to deliver. Let us show you how The MOTOKART can be adapted to your needs. If you do not know our local agent, write us direct. Your competitors are, or will be, availing themselves of this new means of rapid, economical delivery. Why not be the first in your line and vicinity, letting your trade see that you are up-to-date, progressive, wide-awake and earnest in your desire to cater to them and give them the best possible service MOTOKART delivery?

Capacity, exclusive of driver, 500 lbs.

PRICE, Open or Closed Body, $365.00

THE MOTOKART COMPANY

Factories:—Peekskill and Tarrytown, N.Y.
General Offices:—1790 Broadway, New York City.
Address all correspondence to New York Office.

Taganrok Russian Wheat

is the finest grain in the world for the manufacture of paste products, and it is for this reason that Felix Codou of Marseilles, France, used it when he first began the manufacture of

CODOU'S

Vermicelli, Spaghetti, Macaroni, Fancy Letters and Figures

and also the reason why these same products continue to be manufactured from the grain. It is particularly adapted to this use and produces the very best results. Particular people insist on **"Codou's."** Why not specialize on this brand and push it as a money-maker? It gives perfect satisfaction.

Arthur P. Tippet & Co.

AGENTS

MONTREAL, QUEBEC

Stock of Special "Class"

gives dignity to the entire stock of a grocery. Even though you use only moderate quantity of quality goods, there is no wiser selection for you than

CARR'S BISCUITS

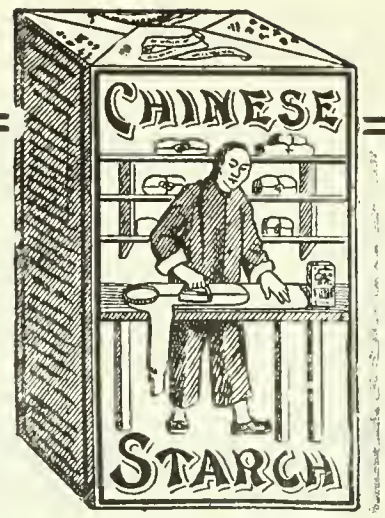
With such stock on hand you invite a trade that will advertise you and make you successful.

Carr's Biscuits are packed for export in air-tight tins.

Write for Prices.

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Limited, Montreal; Dunn-Hortop, Limited, Toronto; Hamblin & Brereton, Limited, Winnipeg, Man., and Vancouver, B.C.; T. A. MacNab & Co., St. John's, Newfoundland.



A starch that is a good thing for your customers to use is a good starch for you to sell.

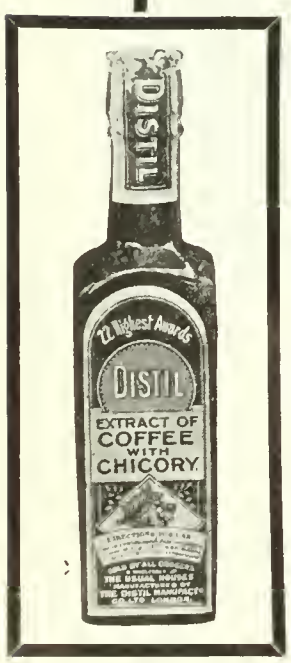
CHINESE STARCH

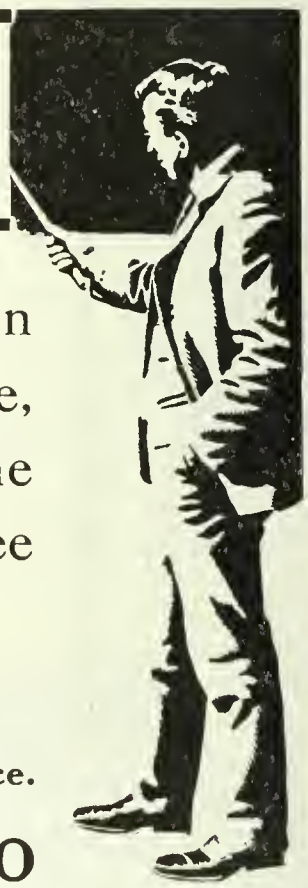
contains properties that enable the housewife to do her ironing quicker and easier, for the iron will not stick. At the same time her linens are given a finish that satisfies the most exacting.

We pay freight on orders for 2 cases or more.

OCEAN MILLS, Montreal

"DISTIL"
COFFEE ESSENCE





To make a delicious cup of Coffee, in but a moment, use Distil Coffee Essence, with hot water, cream and sugar. The quality never varies and the true coffee flavor is always pronounced.

Summer Time Is Coffee Time.

Order an assortment of sizes from our Agents at once.

THE HARRY HORNE CO., TORONTO

THE DISTIL MFG. CO., OF LONDON, ENG., Sole Manufacturers

Customers say

"That's It"

when they see a display or if you show them a jar of E. D. S. Jam or Jelly.

The customers know the popular trade-mark because they have seen it advertised. Thus it is easy to make the first sale of E. D. S. fruit products.

The quality and pure fruit deliciousness brings them back for more. Stock today.

E D S

Made only by

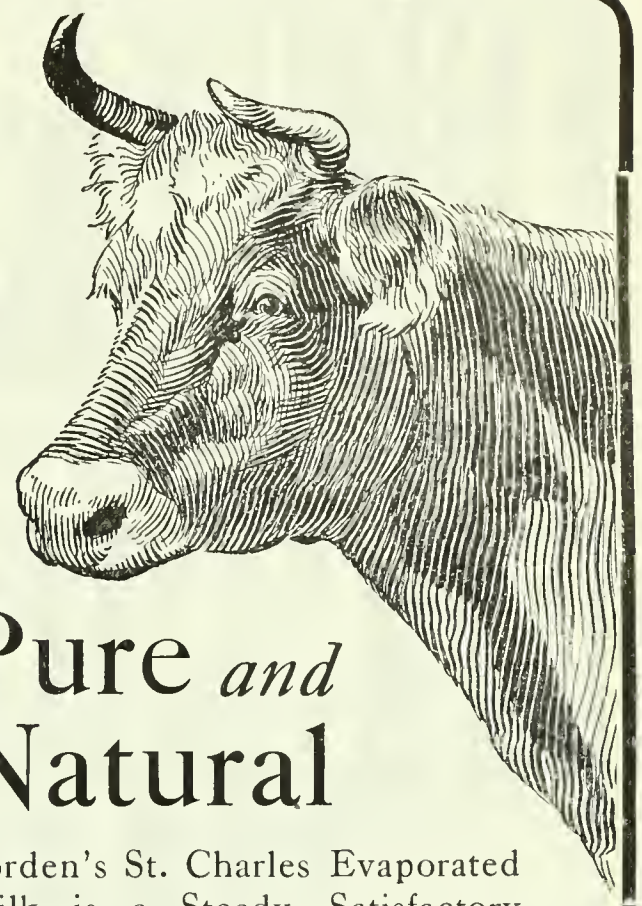
E. D. Smith & Son

Limited

Winona, Ontario

AGENTS:

Newton A. Hill — Toronto
W. H. Dunn — Montreal
Mason & Hickey — Winnipeg
R. B. Colwell — Halifax, N.S.
J. Gibbs — Hamilton



Pure *and* Natural

Borden's St. Charles Evaporated Milk is a Steady, Satisfactory Seller at all seasons

Borden's Evaporated Milks in either "St. Charles," "Peerless," or "Jersey" Brands, will please your customers by their natural milk flavor and rich, smooth creaminess. Only the highest grade pure milk is used in the making. The Borden process removes nothing from the milk except water and positively nothing is added. Borden Evaporated Milk is used for just as many purposes as raw milk, and you can be sure of a large and steady sale. Our sterilizing process insures its keeping qualities. Write for sample of our Recipe Book, which we'll mail to customers whose names you send us.

Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Building
Vancouver, B.C.

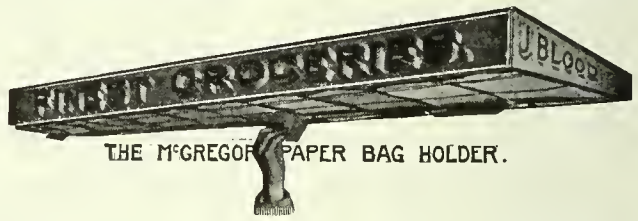
FURUYA & NISHIMURA

SEE OUR SAMPLES OF JAPAN TEAS

RENNIES SEEDS

PUREST-CLEANEST
MOST RELIABLE
GET CATALOGUE
AT BEST DEALERS
OR DIRECT
TORONTO - MONTREAL
WINNIPEG - VANCOUVER.

A store convenience — costs little — gives big service



Holds every size bag from ¼ to 10 lbs. Always ready. Saves time, space and waste of bags. Supply of bags is laid in the top; one by one is secured as required. The most practical bag holder made. You cannot afford to be without one. Write for Prices and detailed particulars.

For sale by all first-class jobbers or

The O. P. McGregor Paper Co., Limited

411 Spadina Ave., Toronto

THE NAME "FAIRBANK" MEANS SOAP SURETY

GOLD DUST

is so well known, due to our extensive and persistent advertising, that any grocer can sell it, and it's so well liked on account of its cleansing power—so sure to give satisfaction, that it pays to sell it as often as possible.

It will pay you to push GOLD DUST, because you can sell more of it, and sell it with less effort, than any other washing powder, and because it will please your customers, which means holding them.

"Let the Gold Dust Twins Do Your Work."

The N. K. Fairbank Co., Limited
MONTREAL

Don't Buy "An Electric Coffee Mill"

Buy a COLES GUARANTEED ELECTRIC MILL

There's a tremendous difference — as great as there is between an unsigned check and a signed one.

When the name COLES is on your mill you're certain it's "right."

Have you a copy of Catalogue 913C?

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

COLES MANUFACTURING CO.

1615 North 23rd St. PHILA., PA.

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.

OCEAN BLUE

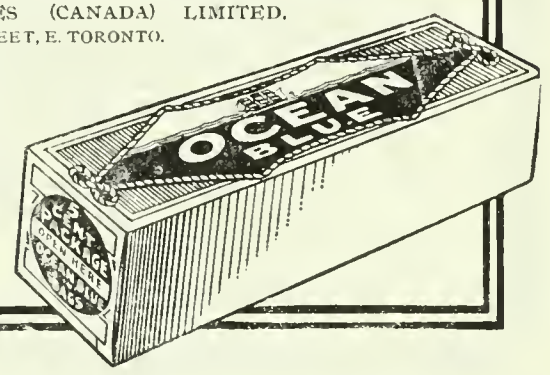
is stronger than ordinary kinds, better to use and much more economical. It produces the correct effect in the shortest time, and with the least labour, upon Linens, Laces, etc.

Keep good stocks handy; it means more of the trade worth having.

Order from your Wholesaler.

HARGREAVES (CANADA) LIMITED.
33 FRONT STREET, E. TORONTO.

Western Agents: For Man., Sask. & Alta. Nicholson & Bain Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For B.C. and Yukon: Donkin, Creeden & Avery, 117, Arcade Buildings Vancouver, B.C.



Furnivall's FINE FRUIT PURE JAM

is making such a decided hit with customers everywhere because of its absolute purity and deliciousness. No expense has been spared to get the very acme of quality. The production of our fruit delicacies are supervised by a maker who has had nearly 20 years of practical experience in Jam-making in Lancashire, Eng. A trial will prove. Put up in 5-lb. pails and glass jars. Order from your wholesaler.

Furnivall-New Limited

Hamilton, Ont.

AGENTS

Halifax, B. C. Woodworth, 533 Robie St.; St. John, N.B., W. W. Chase, 79 Paradise Row; Montreal, J. C. Chivers; Ottawa, E. Archdeacon; Toronto, Dunn-Hortop Co.; Fort William, W. F. Elliot; Winnipeg, H. P. Pennock & Co., Ltd.; Manitoba, Saskatchewan, Alberta, W. H. Escott Co., Ltd Offices: Regina, Calgary, Edmonton.

CAN-O-WAX

a household necessity

A pure refined paraffine wax, sweet and clean. A very profitable seller during the preserving season.

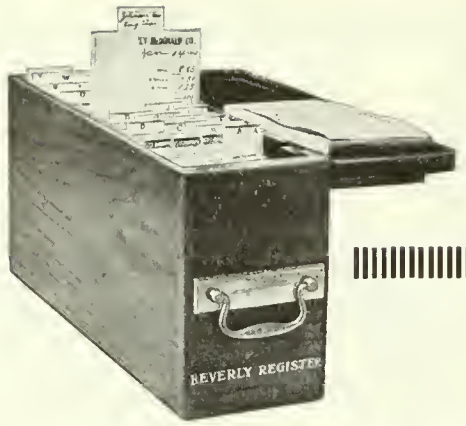
Can-O-Wax makes an absolutely air-tight seal for Jelly, Canned Fruits, Catsups, Sauces, etc., in jars, bottles or glasses. The long, round sticks insure convenience and economy.

For laundry use it is indispensable, makes clothes white (no bleaching), will not injure the finest fabric. Costs little, saves much.

Let us send you a sample tin. Sold through the wholesale trade.

CANADIAN OIL COMPANIES, Ltd.

Toronto, Ont.; Winnipeg, Man.; Montreal, Que.; St. John, N.B.; Halifax, N. S.; Regina, Sask.; Calgary, Alta.; Nelson, B.C.



Just send us your name

And we will prove conclusively in black and white why the **Beverly Account Register** is the most practical Account Keeping System for the average Grocer. It requires less counter space, very simple and compact—absolutely accurate. It will do anything that any account register will do. In three months a **Beverly** will save you, in time and money, enough to pay for it.

By sending us your name you are under no obligation—it may be the first step toward putting your credit business on a real paying basis.

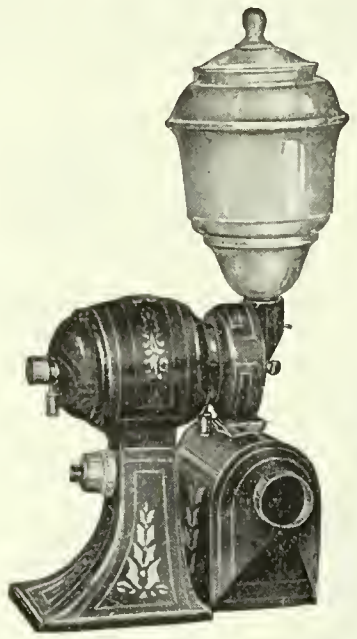
Write to **Agents Wanted**

LANCE & CULP

Canadian Sales Agents, 22 Adelaide St. E., Toronto

Manufactured by
The Beverly Register Co., Picton, Ontario.

Electric Cut Your Coffee



With an Electric Cutting Machine designed with Machine Steel Burrs tempered in Oil, which produces evenness in Grind, thus improving the Cup quality of the Coffee. Has also a Fan connected with the Rotating Burr, which keeps the Grind Head clean, so there is no danger in mixing Grades.

There is also a Numbered Setting Device arranged so that you can give your customers their Coffee as they like it. Sold on Monthly Payments and Positively GUARANTEED. Live agents wanted at principal points in Canada.

J. H. Galloway

11 Market Street

HAMILTON, ONT.

For quality without the fancy price, sell—

COOKS FRIEND
THE
COOK'S FRIEND
BAKING POWDER
FOR RAISING ALL KINDS OF
BREAD, PANCAKES, PIE-CRUST & OTHER PASTRY.
In making Bread with this powder no fermentation takes place, and thus neither acid nor alcohol is formed, thereby producing SWEETER, LIGHTER and WHITER BREAD than by any other PROCESS.
PREPARED ON CORRECT CHEMICAL PRINCIPLES.
Never dip a wet spoon in the POWDER. Keep it always in a dry place.

For over half a century this Baking Powder has—and is NOW—recognized as a leader for absolute purity and unsurpassed quality.

It is made from PURE GRAPE CREAM OF TARTAR, and is **absolutely** free from Alum and other deleterious substances.

MADE IN CANADA

W. D. McLAREN, Limited, Montreal

Richards QUICK NAPTHA THE WOMAN'S SOAP

A Profitable Buy for Both The Dealer and Consumer

The Richards Pure Soap Co.
Limited

Woodstock **Ontario**

Make a larger margin of profit on your Canned Peas

To encourage the consumption of the finer grades of Peas, Dominion Canners have adopted, for the present, the policy of charging only a nominal amount extra for the finer grades.

For instance, their "Early June Peas" only cost you 2½c a dozen more than their "Standards"; their "Sweet Wrinkle Peas" only cost you 2½c a dozen more than their "Early Junes."

Without any difficulty whatever **you can get at least 1c a can more** for these finer grades of Peas.

You see at once how your **margin of profit** is **greatly enhanced** by pushing the sale of the finer grades.

Dominion Canners' Peas are vastly superior to foreign canned Peas, as most of these are artificially colored with a chemical which destroys the true flavor of the Pea, and is considered injurious to the human system.

Government Regulations now insist that canned Peas artificially colored, must have that fact stated on the label.

Dominion Canners' Peas retain their full, natural flavor, as they are picked and canned on the same day. The Peas are usually canned within a few hours after picking.

Canned Peas are cheaper to the householder than Fresh Peas. It takes about four quarts of Peas in the pod to fill a No. 2 can. Don't fail to point this fact out to your customer.

Dominion Canners, Limited

HAMILTON

Gives Your Business Prestige

Shirriff's has by sheer merit won its way into the hearts of housewives everywhere.

When a customer asks you for Shirriff's, it means prestige to your store if you can give her what she wants. Substitutes leave a bad impression.

Shirriff's
True Vanilla

once sold means a steady customer coming into your store—and there is a good profit in Shirriff's, besides.

Shirriff's is fifty per cent. stronger than the Government standard. The finest Mexican Vanilla beans are used. Shirriff's invariably gives complete satisfaction.

If you are not already helping to supply the demand for Shirriff's, write us.

Imperial Extract Co.

Steiner and Matilda Streets

Toronto

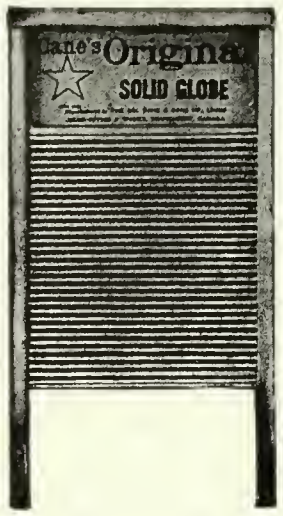
From Clothes-Pins Up

You will find the "Cane" Woodenware perfect in finish and construction.

The years of service and the satisfaction that our lines have given, prove that they are absolutely reliable. Our washboards are made in 12 different styles, they meet every requirement and will prove a profitable line for you to stock.

Write for catalog on Cane's Washday Woodenware, very convenient for reference.

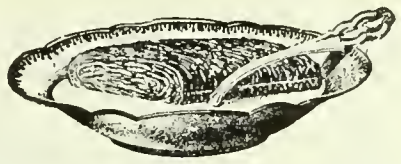
Your wholesaler can supply you.



The Wm. Cane & Sons Co. LIMITED

Newmarket, Ont.

"It's All in the Shreds"



Some advertising slogans mean something—others merely sound well, but convey no idea regarding the product. In the slogan "It's All in the Shreds," you have the boiled-down story of

Shredded Wheat

It has survived all the other breakfast cereals because the shredding process is the best process ever devised for making the whole wheat grain digestible. Shredded Wheat is a natural, elemental food not flavored, seasoned or compounded with anything. All the nutritive elements of the whole wheat are in the "shreds," and in a digestible form.

TRISCUIT is the Shredded Wheat Wafer — a crisp, tasty, whole wheat toast—delicious with butter, cheese or marmalades.

Shredded Wheat Biscuit is packed in odorless spruce wood cases, which may be readily sold for ten or fifteen cents, thereby adding to the grocer's profits.

Made by

The Canadian Shredded Wheat Co. Ltd.

Niagara Falls, Ont.

(60-A)

Toronto Office :—49 Wellington St. East

"SOVEREIGN"

SALMON

FINEST BRITISH COLUMBIA

SOCKEYE

QUALITY

IS OUR FIRST

CONSIDERATION

PACKED BY

THE ANGLO BRITISH COLUMBIA PACKING CO. LTD.

VANCOUVER, B. C.

"Yes, Madam, Here It Is"

THAT'S about all you have to say to sell a *Heinz product*, because, our national advertising does the talking for you by teaching your customers the purity and quality of our products.

Our Grocers' Service Department will help you increase your sales.

"What is this department?"

"How can it help?"

Write to us or ask our salesman to explain—it's well worth finding out about.

H. J. HEINZ COMPANY

PURE FOOD PRODUCTS

PITTSBURGH, U. S. A.

Quality and Quantity Will Always Win

That's why our new piece

NIGHT STICKS

is selling so well.

A big cent's worth of delicious quality Flexible Licorice.

Order from your Wholesale Confectioner.

Manufactured by

National Licorice Company

Montreal

English Brewed Ale and Stout

The most healthful drink of old England is KOPS ALE, brewed from finest Kentish hops. It is in enormous demand in all parts of the world, and our several breweries, situated in London, Birmingham and elsewhere, are kept busy all the year round.

Kops Ale or Kops Stout

will be found the best for luncheon or dinner, and are refreshing and stimulating at any time. They have a fine, bitter taste, but are entirely free from anything of an injurious nature. THEY ARE ABSOLUTELY NON-INTOXICATING. Good for all the year round trade. Let us correspond with you and send you Analytical report with other information.

CANADIAN AGENTS:—Nelson, Shakespeare, Watkins, Ltd., Vancouver, B.C.; Ruttan, Alderson & Lound, Ltd., Winnipeg; Kenneth H. Munro, Coristine Bldg., Montreal; Royal Stores, Ltd., St. John's, Nfld.

KOPS BREWERIES, London, S.W., England

Sterling BRAND

10 oz. Sweet Mixed

With home-made pickles done and picnic time here the call *for* Sterling increases

This is a good time of the year to show hamper-filling goods—make your window displays bright and attractive with them. Home-made pickles are generally finished before this, and the increased call for a substitute evident. Now is the time to make good and profitable use of your window space. Among good picnic goods, such as jams, jellies, canned meats, condensed milks, etc., show a representative display of *Sterling* pickles, relishes, catsup, chow-chow, sauces, etc. They are popular with pienickers, and are favorites in the home.

Order from your wholesaler.

The T. A. Lytle Co., Limited

Sterling Road, Toronto

CLARK'S Peanut Butter

Sizes, ¼, ½, and 1 and in 24 lb. Pails.

CLARK'S
PEANUT BUTTER
Any oil that has risen to the top of the butter is pure peanut oil and should be thoroughly mixed in again before using.
W. CLARK
LIMITED
MONTREAL
AND ST REMI

Guaranteed to contain only the finest grade peanuts and salt roasted and ground to perfection.

Has no superior on the market and is a

SPLENDID SELLER

CLARK'S
PEANUT BUTTER
Any oil that has risen to the top of the butter is pure peanut oil and should be thoroughly mixed in again before using.
W. CLARK
LIMITED
MONTREAL
AND ST REMI

ORDER NOW.

The Best Goods Bring You The Best Trade.

W. CLARK, LIMITED, MONTREAL

Tartan BRAND

THE SIGN OF PURITY

We thank you in anticipation for Mail, Telephone and Telegraph orders sent us during Travellers' Holidays—First to fifteenth August, nineteen fourteen.

BALFOUR, SMYE & CO., Wholesale Grocers **HAMILTON**

Phones—462, 3595, 3596, 3597, 3598, 748. Phone at our expense.

Bee Brand

Jellies
Starch
Borax

The high quality and moderate price of "Bee" Brand specialties make them big sellers.

Write for terms and samples—this is the first step towards bigger business.

Satisfaction Guaranteed

FORBES & NADEAU, Montreal, Que.

"VIG-NOL"

—a tablet washing wonder.

One of these little tablets dropped into the weekly wash drives the rub and drudgery out. "Vig-Nol" is a wonderful discovery, non-injurious to finest fabrics and the hands. Sells rapidly and regularly.

Write for Special Introduction Offer.

H. NAGLE & CO., P.O. Box 2024 **Montreal**

Jobbers—Write for Discounts

Distributors—Young Co., Ltd., Sudbury, Ont.
Will Hill & Son, Vancouver, B.C.

Cleave's

CELEBRATED

DEVONSHIRE CREAM

Chocolate

A high-grade and up-to-date article, showing an excellent profit and giving increasing satisfaction.

THE CHOCOLATE THE PEOPLE WANT.

Also other new and attractive 5 cent lines.

AGENTS:

MONTREAL—F. Davy & Co., 6 St. Sacrament St.
TORONTO—Mason's Ltd., 25 Melinda St.
WINNIPEG—Hamblin & Brereton, Ltd., 149 Notre Dame Ave. E.
VANCOUVER—Hamblin & Brereton, Ltd., 842 Cambie St.

JOHN CLEAVE & SON, LIMITED

CREDITON, DEVON, ENGLAND

The Profit is Good
The Demand is Good

and your **policy** will also **be good** if you push **Rock City Brands of Tobacco.** There is no question about their popularity. They are enjoyed and give unequalled satisfaction to all tobacco users.

You should get in on this. Write for terms and particulars **to-day.**

The Rock City Tobacco Co.

Winnipeg and Quebec

St. Lawrence

STANDARD GRANULATED

St. Lawrence extra granulated is now sold in three different sizes of crystals; all choicest and purest cane sugar.

Order the Size You Prefer.

Every grain, no matter its size, is finest extra granulated pure cane sugar, shown by analysis 99-90/100 to 100% pure.

Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste 'Bluenose' yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

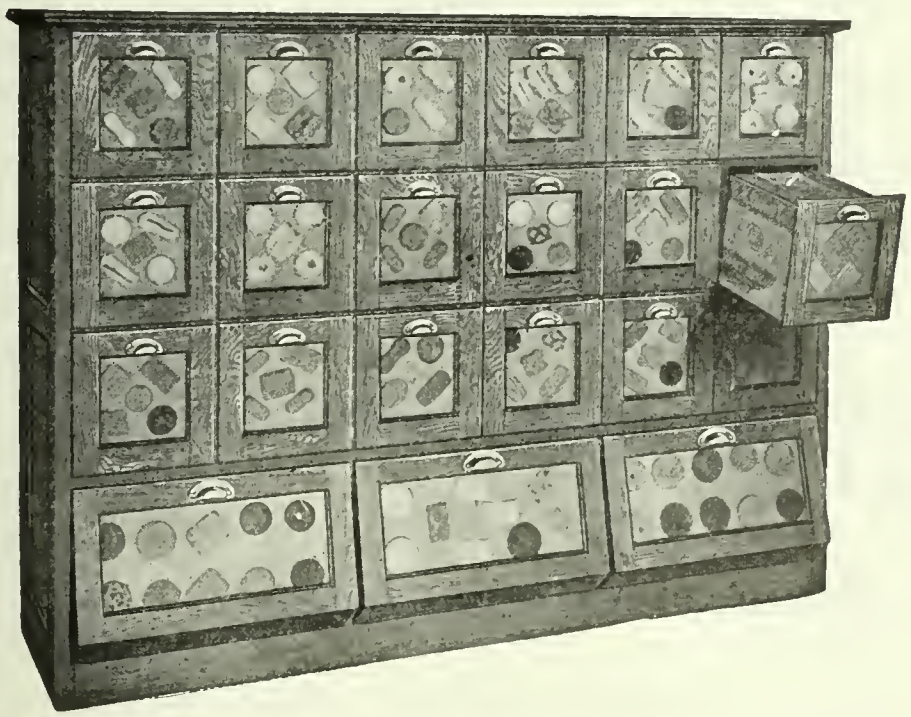
Halifax, - N.S.

Standard Biscuit Case

In Sectional Lengths

makes provision for not only your tins, but also large wooden cake boxes which you find difficult to place and show contents to advantage.

This case shown is 6′ long and 54″ high, having 3 large patent roller bins in base, with bevel front to display cakes or contents of large cake boxes, and above this glass display oak front slides, fitted with rollers to insure easy running, show your stock of cakes in tins. Every large bin in base adds two feet to length of case.



Stock lengths are 6′, 8′ and 10′, but may be made to order in any length and also fitted with shelving to match regular fixtures. Made in oak to match your fixtures and sell your cakes.

Walker Bin & Store Fixture Co.,

LIMITED

Berlin, Ontario

Representatives:

Manitoba:—Watson & Truesdale, Winnipeg, Man.

Sask., Alta., and Eastern B.C.:—North-West Specialty Co., 226, 3rd Ave., Saskatoon; 111 Howard Ave., Edmonton; 110 Eastman Chambers, Regina.

Vancouver, B.C.:—R. J. Borland, 1105 Pacific Street.

Montreal:—W. S. Silcock, 33 St. Nicholas St.

Maritime Provinces:—R. R. Rankine, 46 Adelaide St., St. John, N.B.

Our Ads Are Always Worth Reading

GAZELLE

SALMON

The best Red Sockeye in the land, put up by the B.C. packers. Out of the Ten Thousand cases we bought last year, we have still Four Thousand on hand.

We quote $2.00 per dozen, net 30 days, ex-warehouse Montreal. In five-case lots freight paid up to 40c. per 100.

Hudon, Hebert & Co., Limited

MONTREAL

The most liberally managed Firm in Canada

JOHN BURGESS & SON, Limited

Sauce and Pickle Manufacturers
LONDON, ENGLAND

The firm was established in 1760 and for over 150 years has been manufacturing goods which have stood and still stand

PRE-EMINENT IN QUALITY.

TRY MM PICKLE

A Sure Seller

THERE MAY BE GOODS AT LESS PRICES, BUT THERE ARE NONE OF EQUAL VALUE.

Write to or call on the Sole Agents in Canada

DAVIDSON-BOWLES, LIMITED

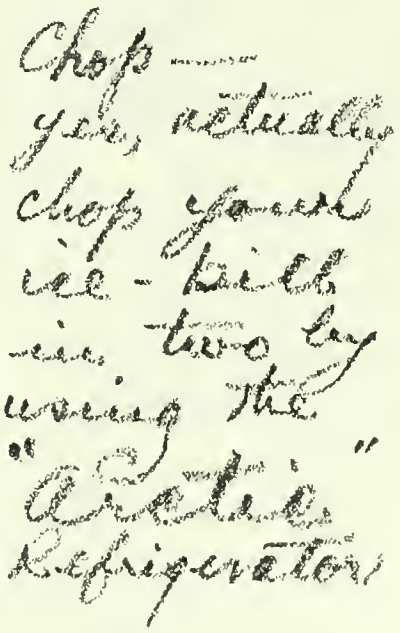
86 Wellington Street West, - - TORONTO

TO look back over the year's expenditures and to be able to say with truth that every purchase was made with wisdom, forethought and economy—

Isn't that something to be proud of—something to find satisfaction in?

The numerous ideas and information you'll find in the advertising columns of this paper will give you a sound basis on which to decide satisfactory purchases.

Look over the advertising columns **now** — while you think of it.



Catalog sent on request.

John Hillock & Co., Limited

TORONTO, ONT.

Agents: Western Ontario: J. H. Galloway & Co., Hamilton. Saskatchewan: Western Butchers' Supply Co., Regina, Sask. Montreal: W. S. Silcock.

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and exten ds from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the diapoaal of firms wanting agents or of agents wanting agencies.

ONTARIO.

CHARLES H. COLE
Agent for McVitie & Price, Jas. Pascall, T. W. Beach, Johnston-Baird Co., etc.
New Address:
33 Front Street East - Toronto
Montreal Office: 501 Reade Bldg.

MORROW & COMPANY
CEREALS
TORONTO, - - - - - CANADA.
Rolled Oats, Oatmeals, Rolled Wheat, Split Peas, Pot and Pearl Barley, Graham Flour, Buckwheat Flour, Potato Flour, Wheatlets, Cornmeal, Lentils, Beans and Peas, Domestic and Imported; Sal Soda, etc., etc. Write for prices and samples, carloads and less.

"Canned Foods Ltd."

W. H. Millman & Sons
General Sales Agents for Canada

W. G. PATRICK & CO.
Limited.
Manufacturers' Agents and Importers.
51-53 Wellington St. W., Toronto

The **Condensed Ad.** page will interest you

AGENCIES SOLICITED
Excellent connection with Grocers, Druggists and Confectioners—wholesale and retail.
M. D. BEARD
50 Front St. East TORONTO

W. G. A. LAMBE & CO
TORONTO
Established 1885
SUGARS FRUITS

ONTARIO (Continued)

HENRI DE LEEUW
28 Front Street E. TORONTO
RICE, COFFEE, DRIED FRUITS, SEEDS, CANNED and FRESH FISH, CHEESE: EDAM, STILTON, ROQUEFORT; CONFECTIONERY, ETC.

You can talk across the Continent for two cents per word with a want ad. in this paper.

WESTERN PROVINCES.

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG.
We solicit accounts of large and progressive manufacturers wanting live representatives.

G. C. WARREN, REGINA, SASK.
Importer, Wholesale Broker and Manufacturers' Agent.
Trade Established, 15 years.
Domestic and Foreign Agencies Solicited
Warehouse: 1313 Garnet St.

LEADLAY LIMITED
Grocery Brokers and Importers
WINNIPEG TORONTO CALGARY
332 Bannatyne 309 King St. W. 510 Ninth Ave. W.

W. H. Escott Co.,
LIMITED
Wholesale Grocery Brokers and Manufacturers' Agents
Commission Merchants
WINNIPEG REGINA
CALGARY EDMONTON

Hamblin & Brereton
LIMITED
Importers and Manufacturers' Agents. Winnipeg, Calgary, Vancouver.
We call on the Jobbing and Retail Trade.

WESTERN PROVINCES—Continued.

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents
WINNIPEG - MAN
Domestic and Foreign Agencies Solicited.

COCKBURN-NOLAN CO.
Limited
Importers, Brokers and Commission Merchants
Representing Pugsley-Dingman Co., Limited. Canned Foods, Limited.
312-314 Ross Avenue Winnipeg

H. G. SPURGEON
WINNIPEG
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce.
P.O. Box 1812.

FRANK H. WILEY
Wholesale Commission Merchant and Grocery Broker
757-759 Henry Ave., WINNIPEG

Ruttan, Alderson & Lound, Ltd.
Successors to
RUTTAN & CHIPMAN
Commission Brokers
WINNIPEG. MAN.

BRITISH COLUMBIA.

The Campbell Brokerage Co.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street, Vancouver, B.C.

O'Loane, Kiely & Co., Ltd.
Wholesale Grocery Brokers and Commission Merchants, Canned Goods, Dried Fruits, Cereals and Grocers' Sundries, Buyers' and Sellers Representatives and General Agents. Inspectors and Shippers of Canned Salmon. Trackage, common and cold storage warehouse facilities.
RELIABLE ACCOUNTS SOLICITED.
References: Bank of Montreal, Bradstreet and Dun. VANCOUVER, B.C.

NEWFOUNDLAND.

T. A. MACNAB & CO.
ST. JOHN'S, - NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
Codes: A, B, C, 5th edition, and private.

QUEBEC.

SPLENDID CONNECTION

Amongst the Jobbers and Retailers

I am open for a few more agencies, and can handle them to advantage.

Have You a Line of Candy Gross Goods?

CLAUDE BEAUCHAMP

223 Commissioners St., Montreal.

NEW BRUNSWICK.

E. H. BOWMAN

Manufacturers' Agent

P.O. Box 241,

55 Dock St. - - - St. John, N.B.

Covers New Brunswick completely, calling on Retail and Wholesale trade throughout the whole province.

Mathieu's Nervine Powders

MATHIEU'S
NERVINE POWDERS
For Headache and Neuralgia
Contain no Opium, Morphine or Chloral.
One powder will relieve and a few powders will cure you,
If you have a bad headache,
If you are feverish,
If you do not sleep well,
If you are nervous,
If you have LaGrippe,
If you suffer from neuralgia.
These powders are very good for children cutting their teeth.
18 Powders for 25 cents
DIRECTIONS

are a simple but effective remedy in all forms of headaches—a remedy which every merchant can recommend as a quick and sure cure.

Try *Mathieu's Nervine Powders* yourself at our expense as per coupon attached, if you don't know them and are a sufferer from headaches.

As a remedy for colds and bronchial troubles Mathieu's Syrup of Tar and Cod Liver Oil has become famous and this sister preparation —Nervine Powders—is rapidly winning its way.

The
J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—

Name .....
With (Name of firm) .....
Street .....
City or town .....Prov.....

ARE YOU SHARING

with us the steadily growing popularity of

MAPLEINE

ORDER FROM

Frederick E. Robson & Co., 25 Front St. E., Toronto, Ont., Canada,

Or

Mason & Hickey, 287 Stanley St., Winnipeg, Man., Can.

CRESCENT MFG. CO.
SEATTLE, WASH.

BRAND **STUHR.**

STUHR'S

CAVIARE
FILLETED ANCHOVIES

(In Brine).

ANCHOVY PASTE

(In Tubes).

Sold by all High-Class Provision Dealers.

C. F. STUHR & CO., Hamburg.

TANGLEFOOT

The Sanitary Fly Destroyer—Non-Poisonous

Gets 50,000,000,000 flies a year—vastly more than all other means combined. Poisons are dangerous.

OAKEY'S

The original and only Genuine Preparation for cleaning Cutlery 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead Emery Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper.

In our Classified Columns on page 61, there is almost sure to be a proposition which will interest you.

You should use our Condensed Ad. page for making your wants known. Whether it be a partner, clerk or salesman required, or a buyer for your business, or if you have bought a cheese-cutter or a showcase, etc., and want to sell your old one, you will find Canadian Grocer's Classified page most productive of replies.

---This is holiday time.

---Our travellers will be off the road from August first to August fifteenth.

---If you are in need of goods please wire or phone at our expense.

---We ship same day order is received. Addressed post cards, order forms and envelopes gladly mailed on request.

SEND US A TRIAL ORDER

EBY-BLAIN, LIMITED

Wholesale Grocers

TORONTO **CANADA**

MELAGAMA

Stands for QUALITY in both

TEA and COFFEE

The *cup test* is the proof.

Have you tried MELAGAMA in your own home so you can recommend them to your customers?

WE guarantee the sale.

WE prepay freight on 60 lbs. and over.

Hadn't you better order a case of each to-day?

MINTO BROS., Limited, TORONTO

WARRANTY

We hereby warrant the contents of this package, as manufactured by us, to be pure and unadulterated in accordance with the warranty provided for in the third Schedule to the Adulteration Act, chap. 133 of the Revised Statutes.

WARNING

Any person or persons found guilty of substituting the contents of this package with inferior or impure goods will be prosecuted according to law.

White Swan Spices & Cereals, Limited
Toronto, Canada

The Government is after you hot-foot

They're After

The careless buyer as well as the deliberate offender.

Section 32 of the Adulteration Act, Chapter 133 of the Revised Statutes, distinctly says:

"Every person who, by himself or his agent, sells, offers or exposes for sale any article of food or any drug, which is adulterated within the meaning of this act, shall **incur** a fine or imprisonment, or both, and for subsequent offences a fine of **not less than** $50.00 and costs, or imprisonment, or both."

Your Protection

is embodied in

Schedule 3 of the Adulteration Act, chapter 133 of the Revised Statutes, which provides absolute protection for the dealer in the form of warranty as shown above. In demanding this warranty you are safeguarding your financial interests, your reputation, and your future business.

Every White Swan package is guaranteed and sealed with this warranty.

Protect yourself by buying only White Swan products. Catalog will be sent upon request.

Order from your wholesaler or direct.

White Swan Spices and Cereals Limited,

Toronto, Canada

All Over Canada

You Will Find Sharp's Kreemy Toffee

The Grocers **have been deceived** by this Toffee. They thought it would melt in the warm summer days. They also thought it would get sticky and lose its Kreemy flavor. BUT it is the reverse.

IT IS TOO GOOD TO GO WRONG.

IT IS TOO GOOD TO STAY LONG IN YOUR STORE, for the customers will take it away very quickly if they know you keep it for sale.

THE 5c BARS OF KREEMY are Grand Value for the Money.

THE 10c BARS have proved to be the Greatest Selling Line that ever came over the Ocean.

IF your Grocery Business is quiet—Get your shoulder behind "Kreemy Toffee." The profit on this line alone will pay your rent.

Our agents have a good stock on hand, as we are shipping tons of Toffee to them every week or so.

MAIL YOUR ORDER DIRECT TO OUR AGENTS.

Made at Kreemy Works, Maidstone, Eng., by

EDWARD SHARP & COMPANY

AGENTS

The HARRY HORNE CO., of Toronto—For Ontario. Howe, McIntyre & Co., of Montreal—For Quebec. Geo. S. De Forest & Sons, of St. John—For New Brunswick. J. S. Creed, of Halifax—For Nova Scotia. Leadlay, Ltd., of Winnipeg, for Manitoba and Saskatchewan. Hamblin & Brereton, of Vancouver, for British Columbia and Alberta.

GREATER and GREATER

Grows the increase. Again last week public appreciation accorded us the magnificent increase of **32,639 lbs.** over the corresponding week of 1913. Thus bringing our total increase to date, this year over last year, to

700,264 lbs.

Your co-operation means greater profit to you in the proportion to which you give it—profit in the abolition of dead stock (for our system guarantees your sales)—profit also in permanency of trade and in the increase of custom.

Toronto, Montreal, London, Eng., Chicago, Detroit,

"SALADA"

New York, Boston, Buffalo, Pittsburg and Philadelphia.

"BERTRAND"

is synonymous with quality in macaroni. For nearly a century BERTRAND'S MACARONI has enjoyed the confidence of both dealer and consumer. There is a reason. Nothing but the finest Taganrok (Russian) wheat is used. It is manufactured under most sanitary conditions by men who know how.

Three factories in France are running night and day.

Order well ahead.

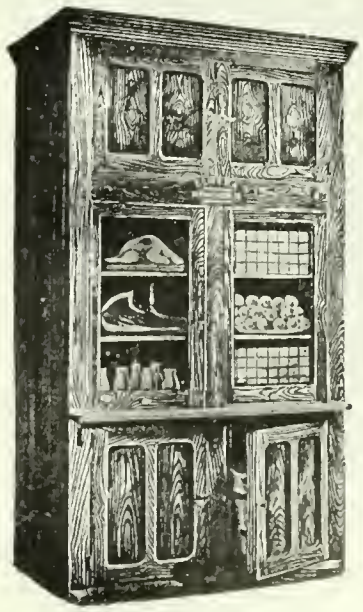
Manufactured by Bertrand & Cie, France

Henri Jonas Co. - Montreal

Agents for Canada and United States

Do you realize that you are paying for a refrigerator by not having one?

Loss in sales and deteriorated, unsaleable stock represent a goodly sum of money that is daily leaving your coffers. In one season alone this loss amounts to more than the price of the most practical and efficient system of refrigeration — **The Eureka.**



Thousands of Butchers and Grocers testify to its perfect refrigeration and saving merits. 28 years of experience and an absolute guarantee for satisfactory service stands back of every **Eureka.**

Write for catalog or call at our Show Room.

Eureka Refrigerator Co.
LIMITED

31 Brock Ave., - - - - Toronto

If you try Colman's *SAVORA* yourself, you'll be sure to stock it.

A DELICIOUS, APPETITE-WHETTING CONDIMENT *for* MEAT, FISH, SALAD, *etc.*

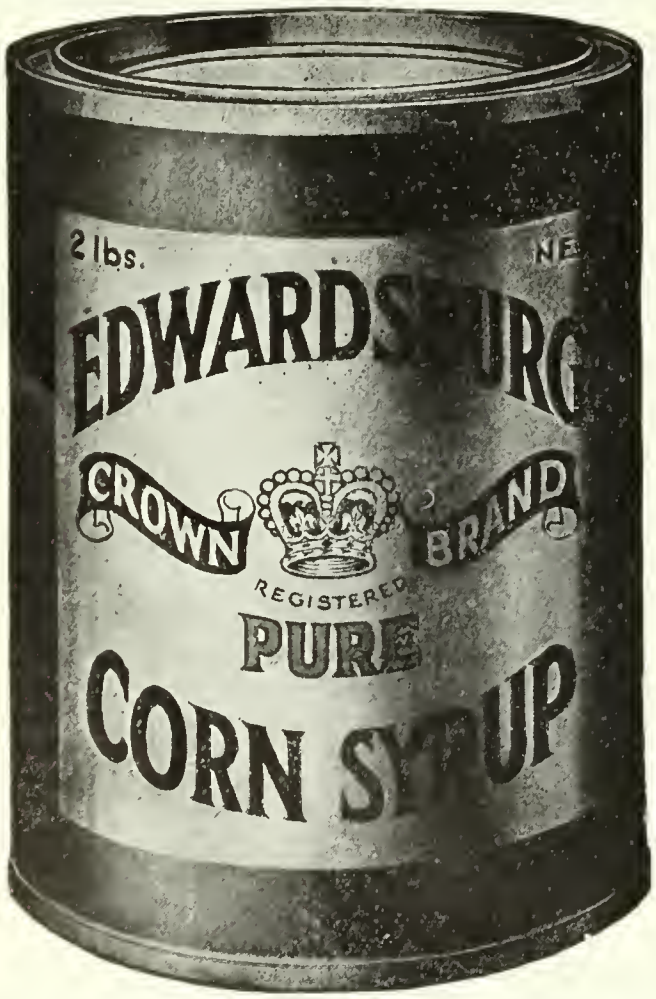
In introducing "Savora," the new appetizer for meat, fish, soups, etc., we put it purely on its own merits—you and your best customers be the judge and jury.

Send to-day for a trial order—one case if you wish, try it and have your friends try it—then decide. So far, every grocer has stocked "Savora" after giving it a trial. You'll do the same, for it has the taste that pulls.

Magor, Son & Company, Limited

AGENTS FOR THE DOMINION OF CANADA

403 St. Paul St., Montreal, 30 Church St., Toronto



Your Time Is Valuable

When it takes your time to persuade a customer to purchase something, you lose a part of your profits. This doesn't happen when you sell

Crown Brand Corn Syrup

Most people ask for it—proven by the fact that about twice as much Crown Brand is sold than any other Syrups. Why waste time trying to sell something else when you can make easy sales with Crown Brand?

We will ship your order promptly

Canada Starch Co., Ltd.

Manufacturers of Edwardsburg Brands

Works: Cardinal and Brantford

CANADIAN GROCER

VOL. XXVIII JULY 31, 1914 No. 31

Montreal Grocer Talks Service, Not Prices

Emphasizes Fact That He Has Good, Sanitary Fixtures and Equipment—Operates His Own "Printing Plant" for Circulars—Caters to a Restricted Area—Sends Out Weekly Letter.

Especially prepared for Canadian Grocer

MONTREAL, July 30.—About two years ago a young French-Canadian salesman in Montreal decided to try ont an idea that had been buzzing around his head for some time, and he aequired a small grocery store to run as a side line. He was W. A. LaBelle. Before very long he had the satisfaction of seeing the side-line develop until it now is the "main" line, and he has a grocery of which he may well feel proud. His idea is that people today are more interested in "service" than they are in prices. He does not overlook the fact that prices must be fair and reasonable, but he does claim that clean and sanitary fixtures, a well-kept store, and a prompt delivery system are mighty factors in getting and holding trade.

Mr. LaBelle took over his present store at 1116 Rachel street, east, Montreal, about four months ago, after the former lessee had given it up as hopeless. The store had changed hands five times in five years and previous to Mr. LaBelle taking it over had been closed for five weeks. He had looked over the ground, however, and after sizing up the situation decided that a grocery could be made to pay there if it was properly run. So he took hold, modernized the fixtures, and advertised that he would have one of the most scientifically managed grocery stores in Montreal. The first week's business amounted to $46, not an auspicious beginning, but Mr. LaBelle was undaunted. When the representative of Canadian Grocer called, less than four months after the opening, his books showed a business of about $400 a week, and he stated that he fully expected the volume of sales would reach $700 or $800 before November 1.

"People are saying that times are hard," said Mr. LaBelle, but I find that times are very good so far as I am concerned. It depends a good deal on the merchant whether times are good or bad with him. If the merchant is cheerful and talks of good times, he will do much to imbue his customers with the same spirit."

The Fixture Arrangement.

Mr. LaBelle's store, though not as large as some others, presents some features of considerable interest. The wall fixtures are all painted white, shelving above and bins and drawers beneath. The counters are novel in form. They are of oak construction with shallow sample sections all along the front. These sections, two or three inches in depth, are filled with any goods the grocer desires to show. They can be readily taken out and the goods changed as often as wished. The inner side of the counters is fitted with deep drawers for carrying a stock of bulk goods and are easily accessible. These counters keep goods clean and sanitary, save the time of clerks in handling orders and the sampling device helps to sell goods. Other modern fixtures are electric computing scales, coffee grinder, slicing machine for meats, self-measuring oil and molasses pumps and a cash carrier system.

Does His Own Printing.

With the aid of a multigraph printing machine, Mr. LaBelle prints mostly all his business stationery, prints advertisements for his wrapping paper and bags, gets out handbills and a weekly circular to a mailing list of about 1,400 names.

Mr. LaBelle, in discussing some of his methods for getting business said: "I am a great believer in the value of good advertising. It would not pay me to advertise in the daily papers in a city like Montreal, because I limit my trade to a certain area around the store. For instance, I do not go after any customers who are more than 1,000 yards away from the store. We could not give a good service beyond that distance. There are about 1,400 prospects within that area and I want to get at least 250 good customers out of that number. At present I have about 150 and more are coming all the time. I send out a personal letter or card every week to every name on the list. This does not require much time or expense, as I can set up the matter myself and run it off on the multigraph, and a boy can deliver the whole lot in about an hour. Sometimes, when I get a special lot of eggs or something else, I print a card telling of the spe-

SOME LABELLE PHRASES.

"The Store That Pays You Dividends."

"The Best Managed Grocery Store in Town."

"The 'One Best Bet' in Montreal."

"A Lightning Delivery Service."

"Cleanliness is next to Godliness."

"The Most Sanitary Grocery."

"No Newspaper Waste Used In This Store."

"Children Served with Care and Attention."

"We Advertise our Service, and We Give What We Advertise."

"Service Counts Nowadays."

Attractive interior of W. A. LaBelle's grocery in Montreal. Mr. LaBelle caters to residents in a circle 1,000 yards in radius.

cial offering and send the boy out with them and the results are usually satisfactory. I find the multigraph is a great help to me.

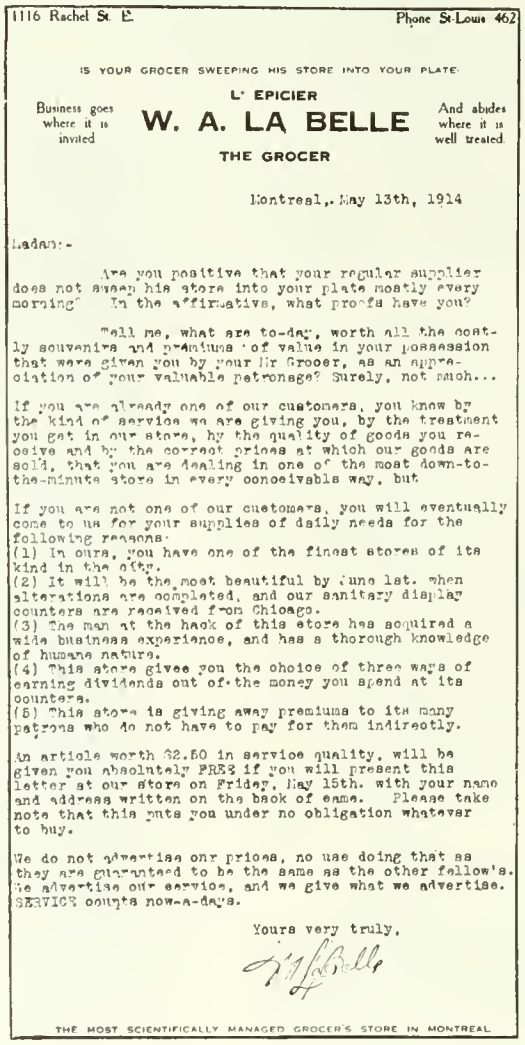
"I have a cash carrier system and a cash girl to take care of the sales. She is responsible for keeping an accurate record of both cash and credit sales and by keeping a detailed entry I can tell every day just how much the sales are, and what part is cash and what credit. I have an account register for handling the credit end of the business, and all credit slips are first sent to the cash girl for entering and then returned to the clerk to be placed in the register. Every day's business is figured up each night, cash, credit and collection, each in its own column.

"We are not anxious to carry long accounts and would rather go without the business than carry them along for two or three months, whether they are good risks or not."

Department Store Competition.

Mr. LaBelle called attention to another idea which he has found works out well in meeting the competition of departmental stores. He cuts the departmental store advertisements out of the paper and pastes them on cardboard, then checks over the items in the grocery list and shows it to customers who state that they can buy goods cheaper at the departmental stores. He shows how his own prices are no higher than the other fellow's.

He figures that the cost of doing a business of $300 to $400 a week, the way he is running it, amounts to about 15 per cent. and he says he can do about $600 worth of business for very little more, about the only additional expense being the cost of an extra clerk.



1116 Rachel St. E. Phone St-Louis 462

IS YOUR GROCER SWEEPING HIS STORE INTO YOUR PLATE

L' EPICIER

Business goes where it is invited

W. A. LA BELLE

THE GROCER

And abides where it is well treated

Montreal, May 13th, 1914

Madam:-

Are you positive that your regular supplier does not sweep his store into your plate mostly every morning? In the affirmative, what proofs have you?

Tell me, what are to-day, worth all the costly souvenirs and premiums of value in your possession that were given you by your Mr Grocer, as an appreciation of your valuable patronage? Surely, not much...

If you are already one of our customers, you know by the kind of service we are giving you, by the treatment you get in our store, by the quality of goods you receive and by the correct prices at which our goods are sold, that you are dealing in one of the most down-to-the-minute store in every conceivable way, but

If you are not one of our customers, you will eventually come to us for your supplies of daily needs for the following reasons:
(1) In ours, you have one of the finest stores of its kind in the city.
(2) It will be the most beautiful by June 1st. when alterations are completed, and our sanitary display counters are received from Chicago.
(3) The man at the back of this store has acquired a wide business experience, and has a thorough knowledge of humane nature.
(4) This store gives you the choice of three ways of earning dividends out of the money you spend at its counters.
(5) This store is giving away premiums to its many patrons who do not have to pay for them indirectly.

An article worth $2.50 in service quality, will be given you absolutely FREE if you will present this letter at our store on Friday, May 15th. with your name and address written on the back of same. Please take note that this puts you under no obligation whatever to buy.

We do not advertise our prices, no use doing that as they are guaranteed to be the same as the other fellow's. We advertise our service, and we give what we advertise. SERVICE counts now-a-days.

Yours very truly,

W. A. LaBelle

THE MOST SCIENTIFICALLY MANAGED GROCER'S STORE IN MONTREAL

Sample of the letter Mr. LaBelle sends out to customers. This is, of course, greatly reduced from the original.

Mr. LaBelle is well pleased with his progress thus far and he has ambitious plans for the future. One of the mottoes from one of his circular letters reads: "Business goes where it is invited, and abides where it is well treated," and it is his endeavor to prove it.

THE ASSET OF CLEANLINESS.

The importance of cleanliness in the store is self-evident to anyone who understands the trend of the times. The food store that aims to be modern must have the entire surroundings clean—the counter, the goods displayed on the counter; the scales; the shelf goods, and most important of all, yourself. To approach a customer with the expectation of selling goods a man's finger nails, hands and store frock ought to be clean. Not necessarily that your hands or your clothing are coming in direct contact with the articles sold, but the wholesome impression that personal cleanliness makes is most valuable.

A woman instinctively shuns the unshaven, unwashed, unlaundered man. It is a curious thing that the average salesman is apt to consider as extravagant 50 or 75 cents a week for a laundry bill that really proves a most important asset in his business life.

Some Good Samples of Summer Advertising

Now the Time to Use Strong, Informative Copy on the Lighter Foods—Descriptive Talks Make the Most Appealing Newspaper Advertisements—Give the Reader Definite Reasons Why He Should Purchase.

Especially prepared for Canadian Grocer.

SEASONABLE mid-summer advertising campaigns in the daily newspapers are being conducted by a large number of Canadian grocers.

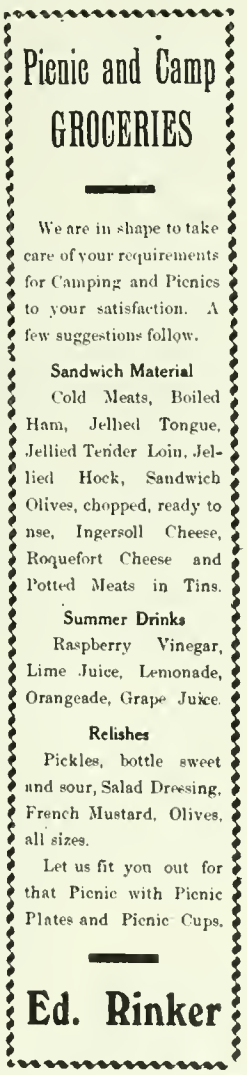
This is as it should be, for during the summer season people naturally discard many of the heavy "filling" goods for the light moist lines that are not noted for their heat-producing qualities. The public is always on the watch for such goods and wherever the retailer can offer appealing suggestions, he is going to be rewarded by good business.

In the cities and large towns the tendency is more and more towards light lunches at midday, and dinner in the evening. The live dealer will take advantage of this and tender as many luncheon suggestions as possible. In times of temporary depression, the desire is more for light lunches than heavy dinners. As an observent business man said to the writer the other day, you will see man men these days look over the bills-of-fare in restaurants and after viewing the list of fresh meats will remark: "Oh, I guess it's too warm for meat to-day; just give me some of that salad, some fruit and a cup of tea." This, he claims, whether rightly or wrongly, is due to the fact that people are anxious to hang onto their money until the few clouds that line the horizon have passed away. Be that as it may, there is a tendency during the hot weather for lighter foods and it is up to the dealer to put forward the best suggestions possible to supply that desire.

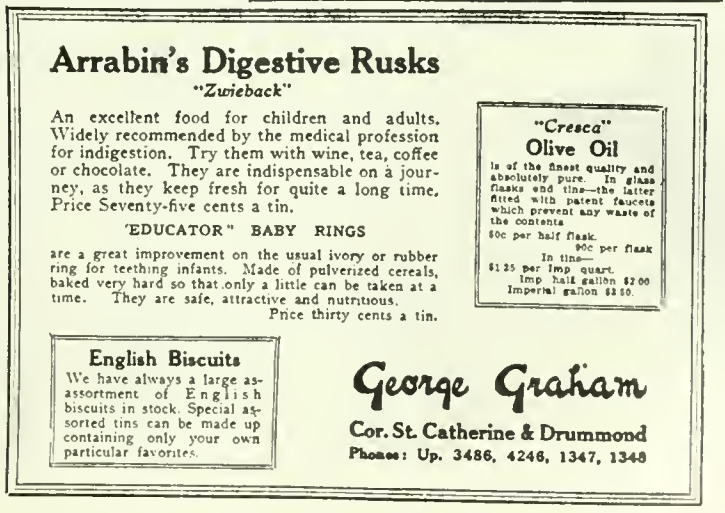
Good Summer Ads.

Accompanying this article are three advertisements selected from a number taken from Canadian newspapers. They all are asking for patronage for summer foods. Their appropriateness is striking. While the headings and wording might be re-arranged to advantage in some, nevertheless the three are good ads and all should bring business during the hot weather.

The advertisement of Ed. Rinker of Kincardine, Ont., strikes a happy note when it suggests material for the picnic sandwich. The average housewife or young woman who is preparing food for the picnic thinks for a day or two ahead of just what those sandwiches will be made of. Shall it be salmon or ham? Or shall it be something that nobody else is likely to have? If the latter, the list of sandwich material will provide the suggestion. The only criticism that might be made is that had a little more information been given regarding the various lines the advertisement would have been still more appealing. For instance, under the sub-head, "Sandwich Material," might have appeared something like this: "If you would like something new for those picnic sandwiches, let us show you a list of dainty and wholesome lines including jellied tongue, jellied tenderloin, jellied hock, olives, pimento and cream cheese, etc." The same applies to summer drinks. A little talk about the thirst-quenching qualities of these drinks will attract more attention than simply a list of them. Why not have said, for instance, something like this under the heading "Summer Drinks"—"On a picnic trip you cannot always depend on the water, and anyway there is nothing more refreshing when one is thirsty than a nice, cool drink of raspberry vinegar, lime juice, lemonade or grape juice."


Picnic and Camp
GROCERIES
We are in shape to take care of your requirements for Camping and Picnics to your satisfaction. A few suggestions follow.
Sandwich Material
Cold Meats, Boiled Ham, Jelhed Tongue, Jellied Tender Loin, Jellied Hock, Sandwich Olives, chopped, ready to use, Ingersoll Cheese, Roquefort Cheese and Potted Meats in Tins.
Summer Drinks
Raspberry Vinegar, Lime Juice, Lemonade, Orangeade, Grape Juice.
Relishes
Pickles, bottle sweet and sour, Salad Dressing, French Mustard, Olives, all sizes.
Let us fit you out for that Picnic with Picnic Plates and Picnic Cups.
Ed. Rinker

CAMPING SUPPLIES
Once more we come round to the Season of the year when everybody wants to get out and enjoy the beauties of nature around them. Camping out—when well provided with reliable supplies—is the ideal way. Here we always have what you need.
Summer Drinks
Lime Juice
" " Cordial
Grape Juice
Raspberry Vinegar
Kia-ora (Pure Extract of Lemon)
Lemonade Powder
Small Fruits
Peaches
Plums
Apricots
Cherries
Raspberries
Strawberries
Fresh every day
Preserving Cherries are now coming in. Leave your orders early so that you will be sure to get them.
FRESH VEGETABLES. New Cabbage, Green Peas, Beets, Radishes, Green Onions, etc., etc.
EXTRA CHOICE DAIRY BUTTER 3 lbs. $1.00
R. McCALL
KAMLOOPS' LEADING GROCER
Phone 68
Kamloops, B. C.


Arrabin's Digestive Rusks
"Zwieback"
An excellent food for children and adults. Widely recommended by the medical profession for indigestion. Try them with wine, tea, coffee or chocolate. They are indispensable on a journey, as they keep fresh for quite a long time. Price Seventy-five cents a tin.
"EDUCATOR" BABY RINGS
are a great improvement on the usual ivory or rubber ring for teething infants. Made of pulverized cereals, baked very hard so that only a little can be taken at a time. They are safe, attractive and nutritious.
Price thirty cents a tin.
"Cresca"
Olive Oil
is of the finest quality and absolutely pure. In glass flasks and tins—the latter fitted with patent faucets which prevent any waste of the contents
50c per half flask.
90c per flask
In tins—
$1.25 per Imp. quart.
Imp. half gallon $2.00
Imperial gallon $3.50.
English Biscuits
We have always a large assortment of English biscuits in stock. Special assorted tins can be made up containing only your own particular favorites.
George Graham
Cor. St. Catherine & Drummond
Phones: Up. 3486, 4246, 1347, 1348

Reproductions of tbree good summer advertisements used by retailers.

A Convincing Introduction.

The feature of the advertisement of R. McCall, of Kamloops, B.C., is the strong introduction, and the neat setting. The little talk will have the tendency to get the attention of every reader who is planning a camping trip. Probably the heading itself might have been stronger. "Foods for the Camping Trip" would perhaps have more of an appealing swing to it than simply "Camping Supplies." But the introduction following, written in a free and easy conversational style, should certainly get the attention of the reader.

George Graham, St. Catherine St., Montreal, is getting the reputation of a writer of well-written and attractive newspaper advertisements. A perusal of the one shown here demonstrates the reason. It would be difficult to make a neater or a more convincing piece of copy out of the lines

(Continued on page 31.)

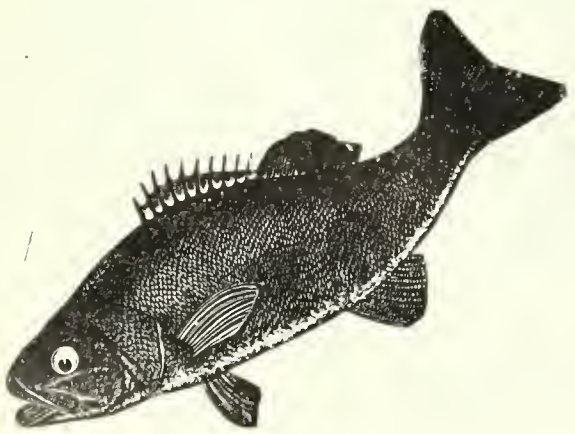
Handling Fresh Fish During Hot Weather

Requests from Readers for Methods—How the Fish Department in a Large Store is Successfully Conducted—A Thousand Pounds Per Week Disposed of—Need of Air-tight Ice Box.

WHEN the mercury in the glass tube is flirting with the nineties and casting eyes at the hundreds, handling fish in the grocery store, and at the same time doing it in a manner that permits the stock to only come to the attention of the customer through sight, becomes a more or less trying problem. At the same time, fresh fish means good business all through the summer months when there is demand for variety for the table. This applies particularly, of course, to the Friday trade, and keeping in touch with this business is necessary when a fish department is a feature of the grocery store.

Canadian Grocer has been asked for some information regarding methods for handling fresh fish in the summer, and the whole secret can be told in one word "cleanliness;" maintaining cleanly conditions is the big problem.

When there is sufficient business done in the fish department, or where there is the prospect of working up sufficient trade, it is advisable that no matter what relation the department bears to the rest of the store in location, in management it should be considered as something entirely apart—that is to the extent of having one or more hands who do practically nothing else. No matter how cleanly a department may be kept, the fact remains that a fish is a fish, and the better it is isolated from the other departments so far as handling is concerned, the better. Of course the grocer who may be handling fish in a smaller way may not have the business to warrant allowing one clerk to look after the department individually and in this event the principle should be applied so far as possible, to avoid having the clerk handle fish with one hand and cheese with the other, as it were.



In the store of R. Higgins & Son, Toronto, the fish department is placed between the vegetables and the provision departments and in close relation to both, without any partitions of any kind, and yet one could be in the store for some time without knowing that fish were handled—everything is kept as clean as it is possible by the application of energetic methods and modern appliances.

In the Higgins' store an effective display of fish is made in the window—in fact the fish in the window is the only portion of the stock on display; and when a store is handling about a thousand pounds a week, a comparatively heavy stock must be kept on hand at all times. The window has a tiled floor, and a bottomless case of glass is used. The fish are placed on ice under the glass, which keep out stray flies, etc., and the tiling is so arranged that there is a constant draining from the melting ice.

A marble counter is located near the window with computing scales and the cutting block. The cutting block is not large. It is a slap of hardwood, and two of them are kept so that they can be changed from time to time, and one can be washed and allowed to dry out. The marble counter is washed twice every day, and the window washed before the fish is put in and after it is taken out.

Use Ice Bins.

Whether fish are handled in a large or small way in the summer time, they should be stored in ice bins and not re-iced in the cases, is the opinion of H. Evans, the manager of the department, and a man with many years' experience in the fish business both in this country and England. For this he advances a number of strong reasons.

In the first place, there is the saving of ice, and this is very important. The bins should be air-tight, or nearly so, for in such cases the ice lasts much longer than when the air can get at it. Then the fish will keep much better, for Mr. Evans advances the argument that light and thunder are the two big factors in damaging the stock—not to mention the advantage of having air-tight refrigeration where a much lower temperature can be maintained.

A Serviceable Bin.

The bin capacity will depend largely, of course, upon the volume of trade; but generally speaking, a good, substantial box, built oblong, made air-tight, and lined with lead (which is superior to zinc), with a capacity for about the weekly turnover, will be found satisfactory. In the Higgins' store two bins are used, each with a capacity of five hundred pounds.

The fish bins should be arranged with false bottoms so as to allow for drainage, and they should be thoroughly cleaned out twice a week.

Mr. Evans takes the stand that lake and sea fish should never be iced together—the former usually having more slime. However, it is not necessary that the different varieties should be placed in different bins; a board placed across the bin will be found to make a satisfactory partition.

Getting Orders By Phone.

The telephone is an important factor in connection with the fish department. Mr. Evans states that in the department eighty to one hundred orders are secured every Thursday by this method and the deliveries made on Friday; in fact, on Thursday a clerk does practically nothing else but call up the fish patrons of the store and get their orders.

Whether handled in a big or small way, Mr. Evans sees little difference in the methods required, and the main thing to be emphasized is cleanliness and proper refrigeration. Whenever possible the fish store-room should have a cement floor to permit of frequent flushing.

At the Weekly Conference

A Travelling Salesman Takes Part in This Conference and Talks on the Importance of Selling Fancy Biscuits in Summer.

Conference No. 10.

"I TELL you the trouble is that you do not make your customers know that fancy biscuits should be made a staple line of food during the hot weather; they think of a fancy biscuit as something in the way of a confection or a decoration for the table for a party rather than as a change and relief from the usual home baking program." It was Billy Sanderson who spoke and he swung his right fist into his left palm to give emphasis to the remark. That the swinging process rather endangered the proboscis of Henry Lawrence did not seem to bother Billy nor did it worry the grocer, for he was used to the ways of the energetic grip-man who had been on the ground for years and who revised his knowledge of his ever-changing line to keep up with the times.

Representing one of the largest manufacturers of fancy biscuits in the country, and out of the experience of many years on the road handling his line, Billy Sanderson had come to the idea that there is room for development of the biscuit business in the grocery store during the hot weather season when the people are brought to a better knowledge of what a fancy biscuit is. The best method to do this, he believed, was first to get this knowledge to the grocer and the clerks—if they did not have a knowledge of the goods they would have small chance of convincing the customers of the store. He was using some of his new ammunition on Henry Lawrence.

"You come round here in an hour or so and we will have a little talk on this matter," said Lawrence, and he winked across at Frank Hastings. Billy went on his way and the chief went over and explained his wink to Frank—and the explanation of that shuttered optic covers the reason why Billy Sanderson was made a member of the tenth conference at the Lawrence grocery.

Biscuit Traveler Helps.

"Now, Billy, here is just the kind of chance you were talking about. Here is the staff, the boys who handle your goods over the counter. Unmask your batteries and let us know something about the biscuit selling game," said the chief when the circle had drawn up on convenient if not beautiful pieces of furniture—and they all looked at Billy.

The traveling man had hardly been looking for an opening of this kind, but it was resourcefulness which had filled Billy Sanderson's order book when there were blank sheets in those of other men on the road, and he was not long in getting into stride.

"My contention is this," he began, "that many housewives have never been properly introduced to a fancy biscuit; they have a sort of other-side-of-the street acquaintanceship. They never seem to imagine that the biscuit shown in the fancy boxes in the grocery store is a member of the same family that they have been keeping in the home biscuit box for years and turning out with the aid of a large waste of patience and energy before a hot oven when the mercury is trying to knock off the top of the thermometer, after the fashion of the village strong man playing the mallet game at the fall fair.

Factory and Home the Same.

"If flour is good to make bread, and butter is good to put on bread; if good flour makes good cake, if icing is good to put on cake and if flavoring is good to put in the cake or the icing—then what is the matter with having biscuits manufactured under conditions which are scientifically perfect, sent to the retailer in sanitary wrappings and sold just as fresh as they would be if kept in that time-honored cookie-box which may have been handed down from the time of grandmother. I tell you times are changing and there is no longer need for biscuits to be manufactured in the home."

"That's good talg, Billy," put in the chief, "keep it up."

Hundred and Fifty Varieties.

"We can give a fancy biscuit to take the place of practically everything that can be made in the home," continued the road man, warming up to the subject and beginning to swing the fist again. "And we can give you a hundred and fifty more. That is because in the factory we have experts who make a scientific study of the subject. We have jelly cake wafers, cocoanut wafers, jam sandwiches and an endless variety of what we term the fancy lines, and then there are hard sweets in any style, shape or flavor, that will replace anything in the way of cookies that was ever made in any home. People talk about the kind of cookies that mother made, but I will back a line of factory stuff against any of them.

"Some people will throw up their hands when you mention a jam biscuit. Why? What is the matter with good jam? Why should we not place it between biscuits just as well as doing it at home? It is usually the same jam. And so it is with the other lines—and you or anyone else is welcome to come to the factory and see how it is done."

A Question of Price.

"How about the price?" was a practical question from Hastings.

"That is an important point. Some people cook like the average farmer grows wheat. The latter imagines that because providence grows the grain for him that it costs him nothing; let him figure out the costs and he might probably quit farming when he considers what little profit he is really getting for his labor. Let the housewife figure what her cooking costs; the flour, sugar and other materials, the fuel required and what she would consider her labor worth, and I will bet that she will turn her bake pan to the wall and come down to your grocery and get some biscuits. We can give you a cookie to sell from 15c to 18c a pound that will prove cheaper in the long run than anything she can make.

This Is the Season.

"Is this a good season for the biscuit business?" put in Arthur Brown.

"This is just THE season," came back the enthusiastic drummer. "The hot weather is the time. Who wants to be smothering over a hot fire these days.

(Continued on page 43.)

CANADIAN GROCER

Established 1886.

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

Cable Address: Macpubco, Toronto. Atabek, London, Eng.

OFFICES:

CANADA—
Montreal—Rooms 701-702 Eastern Townships Bank Building. Telephone Main 1255.
Toronto—143-149 University Ave. Telephone Main 7324.
Winnipeg—34 Royal Bank Building. Phone Garry 2313.

UNITED STATES—
New York—R. B. Huestis, 115 Broadway, New York. Telephone 8971 Rector.
Chicago—A. H. Byrne, 140 South Dearborn Street, Room 607. Phone Rand2324.
Boston—C. L. Morton, Room 733, Old South Bldg. Phone Main 1024.

GREAT BRITAIN—
London—88 Fleet St., E.C. Telephone Central 12900. E. J. Dodd.

Subscription: Canada, $2.00; United States, $2.50; Great Britain and Colonies, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

TORONTO, JULY 31, 1914

THE WAR IN EUROPE.

AS WE GO TO PRESS the talk of war is on the lips of everyone. The burning question is as to whether Great Britain and the other big powers of Europe will be drawn into the embroilment. Let us hope that such will not be the case; but with the existence of the Triple Entente and the Triple Alliance it is difficult to foretell just how things will terminate.

On Tuesday, the day of the declaration of war, the stock markets of the world were thrown into a panicky condition when prices of strong securities shot downwards. This, of course, does not indicate any business depression in this country, although some Canadian securities were slaughtered, and if the powers of Europe are not mixed up in the Austria-Servia affair, we need not be very much alarmed. However, in the meantime the trade should proceed cautiously, and it would be just as well to make haste slowly until the war-dogs have again been leashed. This is no time for much speculation, and the man who plays safely will scarcely have to regret his action should the worst come to the worst—which God forbid.

WARNING AGAIN SOUNDED.

WARNINGS HAVE BEEN issued at frequent intervals in these columns against taking chances with compound or adulterated goods. We know that during the past few years the trade has been more particular in the purity and quality of the goods they have bought and sold and have hearkened unto the cry that the man who sells adulterated goods as pure will be punished.

But there are dealers being fined every week throughout the country simply because they have taken the chance of buying a compound or adulterated article for little money and selling it as pure for the top price. On the other hand, there are merchants starting into the business, unfamiliar with the law regarding selling adulterated foods. It seems a hardship that they should be compelled to pay a fine because of an infraction of the food regulations. However there is no excuse for the man who deliberately misrepresents the goods he sells. No merchant who knows of the existence of the Adulteration Act and its chief terms need run the gauntlet of chance in so far as a fine is concerned.

The Adulteration Act does not prohibit the manufacture of compound goods, but it plainly stipulates that such goods must be sold as compounds or mixtures and not as pure. This act protects the retailer in that it absolves him from all possibilities of a fine if he takes the simple precaution to get a warranty from the manufacturer or wholesaler that the goods are pure.

Canadian Grocer learns upon good authority that the Dominion government through its food inspectors are during the coming year going to carry on even a more vigorous campaign against the selling of adulterated goods as pure than ever before. It is possible that local analysts will be appointed for each district which would mean that more goods will be inspected and a closer eye will be kept upon the foods the public consume.

No better advice can be given just now than that the retailer protect himself against fines by demanding the official warranty from every firm from whom he buys, if he has any doubt about their goods at all. We would also advise the dealer to sell his goods for what they are. It should be remembered that when a customer asks for an article like black pepper for instance, she is entitled, according to the law to pure black pepper. It is not necessary that she ask for the pure article to get it. If the dealer sells her a compound article it is required by law that he state it is a compound. The government puts the onus on the retailer, whether rightly or wrongly, and it is up to him as the matter now stands to keep out of all trouble.

RAISINS BY THE COUNT?

ARE YOU IN FAVOR of buying Valencia raisins on the basis of a guaranteed maximum number to the pound? This is a question that is being asked many retail grocers in Ontario at the present time. It is pointed out that there is just as much reason why Valencia raisins should be sold by guaranteed count as for prunes. So far as prunes are concerned the wholesaler and retailer know exactly the number of prunes they are getting in a pound when they make a purchase. If a customer desires large prunes, and is willing to pay for them, the grocer is in a

position to supply her wants. Those who are advocating selling raisins by the count as opposed to the present promiscuous method of a mixture of all sizes, make the claim that the same should be the case with them as with prunes. If the trade is generally in favor of the change, shippers, at least many of them, will be obliged to sieve their raisins for this market. The change of course would mean that more money would have to be paid for a pound of large fruit than for a pound of both large and small as at present, but the prices of the smaller grades would be less, so that the situation would pretty much equalize itself. Whereas prunes run from 30's to 40's up to 90's to 100's to the pound, Valencia raisins run from 350 up to 500 to the pound.

An expression of opinion from any reader would be appreciated.

BOOST THE GOOD EGG CAMPAIGN.

THERE IS A CAMPAIGN being waged to dispel the old idea that seems to still be generally prevalent—that eggs is eggs. Many people still sell and buy eggs on the shell basis. That is they buy by appearance. They might just as well buy tea by the look of the package or fish by the wrapper on the can. And there is probably greater opportunity for quality and variety in the contents of an egg shell than in any can ever put out by a packer. This is particularly the case at this season of the year, and is emphatically so of fertile eggs for they are so very easily affected by the temperature that there is no way of grading them except by testing; and it is the importance of testing which the Dominion Department of Agriculture is anxious to bring home to the farmer. Candling devices are being sent out free of charge from the poultry branch of the live stock department, and every farmer or poultry raiser who is selling eggs for the market should not neglect the chance.

It is estimated that during the past ten years there has been a big annual loss suffered by Canadian farmers, owing to there being no distinction in the quality of the eggs. Some years ago, when the price of eggs was very low, there was not the significance attached to the grading that there is at the present time, when the product of the poultry yard is a very important item to the farmer. Under the present conditions we find that as soon as the weather gets warm the packers quit operations and there is a falling off in the price of eggs. This is not so noticeable with eggs which are sold as strictly fresh, but in the hot weather there are a number of additional grades introduced at lower prices. The result is that when eggs are bought indiscriminately from the farmers, the price is on a low basis for the reason that the dealer does not know how these eggs will grade. The farmer, as a rule, who has eggs which are in strictly first-class condition, is losing money, for they all go in on the one basis and the grading is done by the dealers—on the good eggs they make a good profit and on the poor ones little or nothing.

Therefore, the advantage will come to the farmer who can guarantee his eggs and he can give this guarantee if he has a testing device of his own. He will usually find the buyers willing to distinguish between the assuredly good eggs and the mixed lots, for by this discrimination there is a powerful factor in forcing the inferior eggs out of the market.

On the part of the buyers there is increasing popularity for the loss of system of buying eggs in the summer season as compared with the case-count system, and if the farmers will take advantage of the new tendency, the whole business can be put on a much better basis. The candling of all eggs before marketing seems to be the short-cut to the goal. The retail trade in country districts have a mission to perform in this respect.

SELLING FRUIT AT A PROFIT.

THAT MANY IN the trade are not getting a sufficient margin on fruits, and particularly bananas, has been shown by the special articles published in the past month in Canadian Grocer. These same articles told how certain merchants were getting out of fruits with a net profit and they tendered suggestions which every dealer might consider with advantage.

A letter has just come to hand from a Winnipeg grocer who has evidently given the articles much attention. He points out that in one of the letters sent to Canadian Grocer the dealer spoke of making an average gross profit of about 20 per cent. on the cost price, or a margin of 16 2-3 per cent. on the selling price. This, points out the Winnipeg man, bears out my contention in my last communication to you, namely, that we grocers do not in many instances allow sufficient margin on perishable fruits. "Do you suppose," he continues, "that the operating expenses of that firm are taken care of by a margin of 16 2-3 per cent. gross, and have anything left for net profit? I feel sure it would not be in our case."

Here is something that every dealer should seriously consider. In these days of widening expenses there should be no opportunity lost to secure a fair net margin on every line of goods sold. Few can afford to sell fruits or anything else at a loss. More co-operation is required in the grocery trade, and a greater degree of stability, to put things on a better basis. Men are not filled with the proper business qualifications who practice the virtual giving away of goods. Backbone and plenty of it is required in making and maintaining prices. Let everyone lend a hand and the difficulty will soon dissolve.

MARKETS FOR WESTERN PRODUCE.

HERE IS FURTHER evidence of what the West is doing in the way of the development of mixed farming and what can be done where the facilities are supplied and the encouragement given the farmers to do something else with their land than merely grow wheat and ship it to the world's market. Less than two years ago there was organized in Saskatoon, Sask., the Saskatoon Pure Milk Company, a concern which went out to organize the territory, even going so far as to grant something like $4,000 worth of Holstein cows to farmers to be paid out of the returns of the produce. The result—to-day the concern is reported to be paying between $16,000 and $18,000 per month to the farmers and to be making butter at the rate of about half a ton per day. The effect—New Zealand and other imported butter has been largely chased out of the market in the district and a carload shipment has been made to compete with the latter at Vancouver.

Canadian Grocer has previously taken the stand that the problem of Western Canada cannot be solved so much by urging the farmers to take up mixed farming, but rather by providing them with markets where they can dispose of their live stock or dairy products. The success of the venture referred to shows what may be expected when the people are provided with marketing facilities.

Advertisements are the marketing guide and the safeguard of the public against inferior merchandise.

Should All Customers Be Treated Alike?

Writer Maintains Not — Valuable Patron Should Get the Best Service and Any Preference Going—The Cultivation of Those Most Worth While.

Written for Canadian Grocer by Henry Johnson, Jr.

IN theory, by precept and mostly in practice we treat all customers the same. Indeed, it is our prideful boast that we do this. But is it right, or sensible, or good business to do that? Is it proper that we work as hard, take as much pains, think up special services and conveniences for each and all? Is it not actually more just and proper for us to consider the value of the customer to us as well as our obligation to her as a class? Let me illustrate and see.

Mrs. Pratt is a widow, living alone. She likes nice things, has always had them. She is also pretty careful of what she pays. She asks our price on an article, decides to take it, then requests us to make careful selection for her. Her order is for a bundle of leaf lettuce, two lemons, ½ lb. butter—seldom more than two or three items, and those in the smallest quantities. Her bill runs to $4 and $6 per month and requires about the average number of deliveries. She recognizes no obligation to trade exclusively at Johnson's, but will buy anything anywhere it may suit her fancy to buy, or will purchase anything at another store to save a penny or two. In short, we realize no sort of reward for any special service we render her.

The Exacting Customer.

Another woman buys more liberally, but only silghtly so. Her requirements are the most exacting. She seeks to have us select for her six or eight green peppers of even size and of the same shade of green. Such selection necessitates a skilful search through four or five baskets. Yet she figuratively holds up her hands in horror when we name the prices as four for 25c. No matter if our bacon be sliced most perfectly, we must stop and slice hers specially; nor will she trust us when we tell her that we have just sliced what we show her. She feels that we have had it "exposed to all the odors of the refrigerator" for some unconscionable period and she wants hers "uncontaminated." This Mrs. Perkins also "trades around" wherever she likes. I think she carries fully four steady grocery accounts. Yet not one thing that she buys need she do without should she give us all her orders, though perhaps occasionally she might pay us a fraction more for some things.

We have another customer. This is Mrs. Exton, who has traded with us exclusively for upwards of 20 years. She is exacting in her demands, but she is loyal and has confidence. No little difference of a trifle here or there ever has tempted her to go elsewhere; and if I tell her that certain market conditions prevail so that a thing is not so choice as I should like to send her, she believes me; she does not think it well to "look around" on the chance that some neighbor of mine may have a better selection of the article.

Another is a peculiar case. A famous doctor has outlived his usefulness and is slowly dying—fading out over years of time. In many ways he is still a strong man, with fixed likes and dislikes. Having always bought whatever he liked, he strolls in as he passes and selects any number of things without thinking of the present condition of his household supplies. Thus there is danger that the home may be stocked up with melons just when he drops in and orders from 6 to 12—yet it will not do to check him, nor make suggestions. So it is understood by everyone of us that when Dr. Pennewell drops in, his order is to be taken and then his home is to be immediately phoned and the order cancelled entirely or modified to suit conditions, so that he may have what he remembers he has ordered without overloading the housekeeper. This is a special, very exacting service, but we have succeeded in doing our part without a hitch for several years. And in turn, we get every cent of the trade of that household—an account of $60 to $80 per month—without question, or quibble, or fault-finding.

Render Unto Caesar.

These three are rather typical accounts. Probably you have similar experiences yourself. And the treatment is as follows:

Mrs. Pratt gets what we know she will want—and she pays just a little premium on nearly everything. The time consumed is out of all proportion to an average price on her supplies as is also the delivery charge; hence, she justly pays a little advance.

We know the weakness of Mrs. Perkins and, while we are most assiduous and courteous to her, we are always prepared with a special figure for her to pay. If asparagus is 15c the pound, we know that she is going to ask us to select specially straight, even-sized stalks; so the price we name to her is 20c.

Gives Best Service Possible.

Mrs. Exton and Dr. Pennewell's niece who is his housekeeper, get the best prices we can give them for quality desired. They get painstaking attention and every preference we can offer. On holidays it is not uncommon for us to ring up their

phones and ask if anything has been overlooked which we can send by special messenger. Both appreciate this service and gladly pay the messenger charge. Those women and others like them, of whom, I am glad to say, we have an appreciable number, can have anything at any time they may ask for it—at midnight or on Sunday—and such special service will gladly be rendered. I hasten to add that they never have asked for anything very unusual, have always expressed most courteous thanks for special services offered, and are far removed from those whom we think of as "unreasonable."

Assuredly, I consider that these customers get just what is coming to them, and that the strictest equity and justice is dispensed under the system I have outlined. I frankly plead guilty to favoring those whose accounts make favors profitable. I assure you that one or two accounts I have, which run to $100 or $150 per month on fair terms, get more rapid and more painstaking deliveries than dozens which amount to $4 to $15 monthly. I believe that we are fully justified in taking special care of accounts worth while as distinguished from those which, even in most favorable circumstances, tend to become liabilities instead of assets.

It seems to me that this agitation of "efficiency" and the reduction of needless expense is bearing some good fruit. Only a short time ago I used to remark on the careless, snobbish indifference to good, reasonable sense on the part of auto owners. So many of those have for long stopped at my door with orders for two or three trifles which we have had to deliver, often "in a hurry," while the buyers were directly on their way home. I often used to wish that something might work into the consciousness of those women to lead them to think that they might just as well take their goods with them. To-day I have one good, in fact valuable, customer who still does that thing. Just a few days ago she ordered several things, including a sack of flour, of which she was in great need. We had to open the sack and take out 2 lbs. for her to carry in her commodious car, while we sent the remainder of the flour and the few other items by a later, but still early delivery. This with a husky chauffeur sitting on the seat in front of her!

But many are setting a new example. Dr. Pennewell's niece comes at 9 or 9.30 with her order, and, as a matter of regular practice, asks me to have it ready in twenty minutes and she will return and take it all with her. Maybe you do not think that I bless her every time she does that! Yes, indeed. May her tribe multiply exceedingly—and fast! And nowadays there are others.

Surely this is sound sense and true logic. Why not? Here are great, big, roomy cars often carrying but two or three people—many times only one. We shall not expect ladies to deliver their own kerosene nor gasoline, nor, if in no great hurry, shall we think they should haul their own flour. But what a great thing it will be—what a day for the grocer—when these same ladies universally see the wisdom of carrying with them their luncheon dainties and hurry orders.

What a day it will be when the buyer at the grocer's realizes that there is nothing unworthy about the grocer's calling and that the service which he renders costs real money, which in the end the buyer must pay.

I do not think that is an idle dream. I do think, too, that this evidence of luxury, the automobile, is bringing about such closer community of interest and disseminating an accurate knowledge of the fitness of things that in the end is going to work out for the benefit of all. This is a result for which none of us have been prepared. Yes, truly; but "it is the unexpected that happens."

JUST "TOO SWEET."

Written for Canadian Grocer by J. Victor Tobey.

"My what delicious butter you have here and what beautiful fresh eggs, and how prompt you are with your delivery. I shall deal here now and advise my friends to do the same." So spoke a well and fashionably dressed lady as she handed me a bill in payment for an order of groceries. With a sweet smile she bade good-bye and was gone. With great pride and satisfaction, I finished putting up her order, and promptly got it into the hands of my delivery boy.

I had been in business but a short time and I prided myself on my fresh stock, my clean and inviting store and in my prompt and efficient delivery system. Thus the words of approval from a new customer flattered me, and I began to see visions of not only one good customer but numbers of her friends flocking to my store for their daily needs.

Time went on and my new customer continued honoring me with her business, paying cash and ever and anon uttering sundry words and exclamations of praise on the excellency of my goods, the prompt delivery and the splendid appearance of the store. One day, after I had sold her an unusually large bill of goods, she very sweetly asked me for credit, explaining that she would pay every two weeks. I cheerfully granted this and her look and words of appreciation were most gratifying. At the end of two weeks she paid her bill in full and I was more pleased than ever with this new and appreciative customer. The end of the next two weeks came around and found her a little short of cash, and I accommodated her by leaving a balance on my books against her till next pay. In due time next pay day came and her husband, being sick and temporarily out of work, she was unable to give me anything on account, but promised that in another two weeks she could pay me in full. The end of the next two weeks came but my customer, **"Oh where was she?** On inquiry I found out three things:—1st, that she was now dealing with a brother grocer; 2nd, that she was practically worthless, and 3rd that I was not the only one who had been won by her sweet and appreciative words.

Fellow grocers take warning, look out for the sweet, sugar-mouthed customer, who by wily words of appreciation will oftentimes hoodwink you into giving her credit, but who will sting you every time. It's alright to sell the **sugar,** but beware of the kind that comes from the other side of the counter.

SAMPLES OF ADVERTISING.

(Continued from page 25.)

advertised. Women with children would in many instances surely be induced to try the rusks. It is pointed out that they are widely recommended by the medical profession; that they are nice with wine, tea, coffee, or chocolate; that they keep fresh for a long time and are therefore a good thing for a journey. All this information naturally is what the housewife wants and it will go a long way in getting her to test the line. The talks on biscuits and olive oil are equally as good.

These three grocers with many others are undoubtedly on the right track when they advertise for business during the supposedly dull season. By keeping persistently at it they will, too, get all the more trade when the "dog-days" pass by and when the temporary depression has gone from our midst. "Advertise in dull times and when they pass you will be first to feel prosperity," is the true observation of a man who has been through the mill.

1—Charley Smye signing men for the ball game. 2—George F. Campbell, the new president. 3—Handing out the prizes. 4—Secretary McIntosh and his smile. 5—When Sol Walters gets taken there is no room for anyone else. 6—Vernon Smith, the champion baseball pitcher.

Drummers Invade Georgetown Once Again

Annual Snack Outing the Same Big Event as of Old—Open-Air Concert, Calithumpian Parade, Ball Game and All Kinds of Sports Feature the Event—Some of the Humorous Happenings.

Reported by Staff Correspondent.

GEORGETOWN, Ont., July 29.—Once a year the members of the Drummers' Snaek Club dig down to the bottom of the drawer and bring forth a suit of white ducks, a white shirt and the official white cap, and, after getting their wives to see that their white shoes have been purged of last year's Georgetown grass stains, they come to this little hamlet for their annual pilgrimage. On Friday and Saturday last they disported themselves on the green with all their old-time vigor and hilarity, and, together with their Georgetown and vicinity friends, passed a night and a day which will go down into history as being among the record-breakers.

President Charley Smye, of Hamilton, was there with a big retinue of the old guard. All day Friday, on Friday night, and all day Saturday, until the sun was preparing for his final plunge below the horizon, the fun ran high. Drummers and their friends gloried in the faet that the downy eouch had soothed their heads but little in forty-eight hours. But who eould blame them? Wasn't it their big annual outing, and will they not be a long time dead? So the Goddess of Pleasure with her sweetest smile opened the fun gates, till the hinges groaned, and joy was uneonfined.

The Outdoor Concert.

The big item of the first day's fun was the eoncert in the evening, with the sky, the stars and a eloud or two for a canopy. Musie of all sorts and varieties floated out over the waves of ether; song, story, comedy and almost every other item in the scale of entertainment was presented to the open-air audience. Among the Drummers themselves are entertainers of renown, such as Billy Dore, Charles Smye, Wm. Pringle, Harry Eckstein; and, while Sol Walters did not appear on the platform, he was in splendid form behind the megaphone the following day. The Drummers' favorite singer, Margaret Park Wilson, of Toronto, was there, also Miss Fellowes and Messrs. Demery, Johnson and Gardner. The usual exeuse must again be dragged out for not going fully into the merits of this eoncert—space at our disposal will not permit it. But suffice it to say, that the eoneert presented would have gladdened the heart of the most despondent creature on the globe, and partieularly when Fred Mitehell, of Hamilton, "put on" his farmer, fiddle and "director of ceremony" stunt, it would have made even a man with a wooden leg trip the light fantastic.

And what of the night! Who will ever forget it? The orderly serenades, the beaeon fire on the main street in the early hours of the morning, the impromptu songs, and the sweet dreams about the fun and frolie of the morrow—these and other things crowded out the eares and worries—if there were any—and so the fleeting minutes passed.

A Great Ball Game.

A finer sun never shone in the morning. The erowing of the eoek found the streets already populated. There were some who had just risen and others who were retiring. Nevertheless, when the annual meeting of the Snaek was ealled at ten of the elock all members looked as if they had rested for a week. The way they shifted in their ehairs and twitehed this leg and that arm in antiei-pation of the annual ball game confirmed this opinion. No sooner was the adjournment announeed than the ball enthusiasts made a spurt for the park

faster than they ever did after an order. And the ball game! A year ago historians recounted how one named Smith —Vernon was his Christian name— pitched a clean-cut victory for his teammates; and when the sporting editor of this journal observed this same Smith step into the box on Saturday morning last he had no difficulty in inducing his friends to put up a 1,000 to 1 on the contest. And he was right. Captain Charley Smye was, of course, on the same team, together with Michael Malone and Charles Griffith, and so the losers hadn't much of a chance. But Smith deserves the greatest credit for the 13 to 4 victory, and demonstrated that he could come back. To Michael Malone the ball looked like a balloon, and in three times up—so he himself said—he had two homers, a triple and fourteen singles, and into the bargain was presented with six bases. The official scorer lost track of the stolen bases, but no doubt the chief of police will have these statistics for anyone interested. For the losers, Casey—beg pardon, Sol Walters—was a tower of strength. He weighs some two-seventy-five this year, and held down first base with the ease of a Tim Jordan; but he ingloriously struck out, like Casey of old, in a critical inning with five or six men on bases. Had Russell Smith—note the name, please—been on the mound for his team the entire five innings this history might have been upside down. But—yes, there's the rub—. But!

The losers lined up as follows:—R. Smith, W. Mills, Mavor, Hyslop, Walters, Groskurth, McAtteer, Huston and Chas. Silver; and the winners: Coffen, Thurston, Vernon Smith, Griffith, McKinley, Creighton, Sharp, R. Silver, C. Smye and M. Malone. "Pop" Somerville was the umpire, and barely escaped unscathed. He was elected vice-president in the morning, and so couldn't really be spared.

You often hear people talk about the big parades of "the world's greatest circus"—of which there are many—but, gentle reader, they have never seen the calithumpian procession of the Drummers' Snack Club. It stands alone. Headed by a Michael Malone, with a hussar's headgear that came through the Battle of Waterloo and a coat with several score buttons, the procession marched through the streets and back to the park. Words are inadequate to describe the scene. There was a Bay Hill from Constantinople, a Billy Dore and Harry Eckstein on their honeymoon, and a dogcart as well; a Charley Smye as Tony, with the regulation organ and a teddy bear; a Sol Walters in the end of a wagon that had seen better days, and a Charley Griffith as the official clown. Unfortunately, the latter, owing to the heat of the day and the activity required in the part he had designed to play, was overcome just as the grounds were being re-entered. However, later in the day he revived, although he was unable to take any further part in the outing. George F. Campbell, the new president, then had

1—"Drum Major" Michael Malone leading the parade.

2—Wm. Madill and Chas. Silver.

3—Boxing in barrels, Capt. Read in background.

4—Chas. Griffith as a clown on the right.

5—Charlotte Hill, daughter of Bay Hill, and twin sons of "Billy" Meen carrying the Snack banner.
6—"Pop" Somerville judging the babies, and Wm. Mills.
7—Two past presidents, Billy Meen and Charley Smye.

his innings. He sold the tickets and spent a very busy two hours taking in dollar bills. He expressed the opinion that Georgetown people, and those in the surrounding country, must be in affluent circumstances when dollar bills were thrown at one continually for a 15-cent purchase.

Baby Show and the Games.

The parade over, the next on the lengthy bill-of-fare was the baby show, and the races in front of the grand stand. To go thoroughly into all these events would require a special shipment of printing paper from the paper mills, so readers will surely be content with the main events. There was a little trouble at the start, as no one could be found sufficiently courageous to judge the babies. Finally "Pop" Somerville relieved the tension and, with a grim face and aided and abetted by J. Gardner, he boldly confronted the babies. The abettor had to be admonished on several occasions to judge the babies instead of the mothers, Sol Walters and his megaphone being responsible for the opportune advice.

The sports included pretty nearly everything on the calendar. There was a broom ball contest open to ladies, kicking the football and a thread-the-needle competition confined to the same gender; races for boys and girls of all ages; contests for travelers; for travelers' wives and daughters; 100 yards dashes, quarter-mile and half-mile sprints, bicycle races, wheelbarrow races, three-legged races, a fat men's race, and a dozen and one others. The megaphone man evidently felt there should have been some horse races, or else his mind was with the ponies at times, for he was announcing "heats" and talking of the "pole horse" in the bicycle contests. Just above it was stated that the broom ball contest was an engagement between two teams of ladies. This is scarcely in accordance with the actual fact, for uninvited and unceremoniously, a farmer's dog took up his stand with the combatants, and despite the efforts of Michael Malone and Capt. Read, armed with whips and other missiles, Mr. Collie continued to be a participant in that broom ball struggle. After the winning goal was scored and the dust had dropped to the race track once more, the dog, as well as the women, marched up to the prize stand for his share of the loot, which Charlie Silver, P. A. Somerville and Wm. Madill were handing out to the winners. Probably he smelled the ham which George Arnold had a few minutes before won in a 100 yards dash, and decided that he might as well have a try for it as not.

There was as usual a race for fat men. Just who the winners were could not well be seen for sure from the judges' stand, but, at any rate, Jim Hill trailed with Sol Walters second last. It was bargain day for the fat men, as the race was marked down from 100 to 75 yards on account of the nature of the day. George Arnold proved to be the fleetest traveler on the grounds, and he carried away sufficient groceries to last the family until the price of gloves goes up again. The drummers, we are sorry to say, showed the white feather when the boxing in barrels was announced. Billy Dore and Michael Malone and the rest were nowhere to be seen, and it remained for two swarthy local swains to propagate this old-time custom.

When the games were over the men engaged in handing out the prizes found that Santa Claus had exceeded their expectations, and they still had boxes of shoe polish, breakfast foods, soap, extracts, grape juice, chocolates, etc., etc., on hand.

Travelers are ever noted for their generosity to the kiddies, and soon a thousand little hands reached up for a portion of the spoils. It reminded one somewhat of birds in a nest, with mouths wide open, waiting the good graces of the mother to drop some food into the cavity. Soap, small boxes of this and that, polish and everything else on hand, was tossed into the air, and the youngsters tugged with one another to see who would carry home the largest amount of the provender.

Silver Cabinet for Secretary.

Secretary P. McIntosh was eulogized at the annual meeting in the morning by Chas. Smye, past president. In presenting Mr. McIntosh with the cabinet of silver he said:—"Your fellow-officers and associates of the Drummers' Snack Club of Commercial Travelers desire to take advantage of this opportunity to express their appreciation of the large part you have played in bringing the club to its position of prosperity and prominence. Since your first association with us, you have given freely of your time, energy and ability to every detail that has come before us, and exemplified such diplomacy that the enthusiasm was catching. Your cheery encouragement has been a help to every member and they esteemed it a pleasure to co-operate with you in their official capacity in carrying out their part of the work.

"It is fitting, therefore, that we who have been associated with you in the work should in some way recognize the sacrifices you have made in carrying it forward and we will ask you to accept this cabinet of silver as a mark of our esteem toward you, confidence in you as our general secretary-treasurer, and as a man for whom we can only feel the deepest affection and highest respect. May you be enriched with the gift of good health that you may be the better enabled to live long to enjoy all the blessings of this life and continue to occupy the office which you have so diligently fulfilled."

On the Side.

George Smye won the set of bowls presented by Chas. Smye in the singles on the Georgetown green. J. Gardner drew a clock for second place and R. Smith a grouse's foot tie-pin for third.

Billy Dore, in giving an illustration of a suffragette speech at one juncture: "We want what the men have—we are going to get—we are going to get——"; then a voice from the audience called out "You'll get —— if you don't get home and get the old man's supper."

There are men of verse among the drummers. Here are some contributions one of them has sent to Canadian Grocer:

Just gaze upon President Smye,
He's three feet and —— this much so high;
But beneath his bald head, it's what everyone said,
He's the goods, Oh me, Oh me, Oh my.

Jim Hooper, the first president of the Snack, is still to the front and on the job. His aide-de-camp, Dad Read of Hamilton, with his cheery smile, never seems to grow a day older.

THE NEW SNACK OFFICERS.

At the annual meeting of the Drummers' Snack Club at Georgetown, on Saturday morning last, the following officers were elected:—

President.—Geo. F. Campbell.

Vice-President. — P. A. Somerville.

General Sec. — P. McIntosh.

Toronto Sec.—Chas. Silver.

Hamilton Sec. — Russell Smith.

Home Sec.—J. Willoughby.

Toronto Executive. — W. Mills, W. Colville, G. McKenzie, B. Groskurth, S. Walters, and J. McAtteer.

Hamilton Executive.—E. Hyslop, W. Dore, H. Eckstein, Geo. Griffith, Jno. Hyslop, and Wm. Pringle.

Executive at Large.—T. H. Gemmell, O. Wilder, R. J. Thurston, J. D. Abraham, Col. Stoneman, and Hugh Rennie.

Auditors.—Capt. W. G. Read and Robt. Algie.

How Other Grocers Do Things

SOME GOOD REASONS.

S. P. James, a Biggar, Sask., grocer, gives in a recent newspaper advertisement "Some Reasons" why the people should deal at his store. They are:—

"Because our goods that the best quality that money can buy."

"Because we keep everything a customer needs in the grocery line."

"Because our prices are reasonable and the quality high."

"Because we sell good butter, eggs and poultry."

"Because we pay farmers highest prices for their produce."

* * *

CHINAWARE SELLING METHODS.

That the grocer who is handling a china department and who is carrying a stock of high-class wares, and who has that department located on the second floor, as is the case in the store of J. A. McCrea & Son, Guelph, Ont., can do effective work in securing business by the aid of the telephone is the opinion of Mrs. A. Vass, who has charge of the china sales in the McCrea store and who has secured considerable business by this means. In this store the china department is not placed upstairs because it is considered to be weak as regards profits, but in an establishment where the ground space is limited it must take second position naturally.

This tip about the use of the telephone is a timely one just at this season; good use of it can be made in relation to wedding gifts, if a certain amount of tact is employed. Being well acquainted with the patrons of the department and with the people of the city in general, Mrs. Vass is able to call up people who she knows will be invited to a certain wedding and make some suggestions as to timely gifts. Often this will not only mean a sale, but the suggestion will have the effect of solving the gift problem of the patron. This is only the first step, however. In many cases it has been found that one of such sales leads to others, either on the part of this same patron or through the idea being advanced to others. The principle worked upon is that in many cases the wedding gift problem is a puzzling one, and the suggestion of something new and tasteful is eagerly seized upon.

Considerable business is done in renting china in the McCrea department, and it has been found to bring profits. The rental is in proportion to the value of the dishes, and breakages are charged to the full value; some disputes result from the latter condition, but usually the adjustments are satisfactory. The renting is not confined to the cheaper lines for picnics, socials, etc., but there is also a demand for better class chinaware for private affairs, and one dinner-set valued at $25 is used for this purpose.

Mr. McCrea explains that they are heavy importers and make purchases of Wedgewood, Colport, Limoges, Royal Doulton, Royal Nippon, etc. A big stock of cut glass is carried, and for this there is a specially lighted display chamber where the showing is made most effective by the aid of electric lights. A line of brass novelties is stocked and a good sale is found for crockery.

* * *

A WELL-WRITTEN AD.

It is noticed that in many Canadian papers at the present time retail grocers are using considerable advertising space. At the same time it is observed that the quality and lay-out of the copy is of a higher standard than formerly, and, therefore, it can be concluded that better results are being secured.

The accompanying ad of Geo. Graham is from a Montreal paper reduced from much larger size. It shows a new but neat and attractive lay-out and copy, which should sell considerable cheese, straws, peeled shrimps and pearl onions, and also ready-made soups. The ad is easily read, contains interesting and definite information about each line advertised, and no doubt the results were good.

DEATH OF J. H. MEIR.

Canadian Grocer regrets to announce the death of J. H. Meir, who has been a member of the circulation staff of this paper for the past couple of years. Mr. Meir was formerly in the grocery business, being well known among the trade of Owen Sound and Sault Ste. Marie, as well as in Welland. His death occurred last week after an operation in Toronto following an illness which seized him the week previous in Hamilton. In view of his connection with the MacLean Publishing Co., Mr. Meir was well known throughout the province. He was a man of sterling character, straightforward, courteous and fair, to which all who knew him will testify. The remains were buried in Owen Sound.

The Western Broom Co. is negotiating with the officials of Regina, Sask., for a site.

Three German Delicacies

CHEESE STRAWS

are quite a novelty in Montreal and will be found to be extremely tasty. They are especially good with salads.

PEELED SHRIMPS

are another dainty importation which is an excellent addition to a salad.

PEARL ONIONS

are entirely different from the large garden onions. They are a delightful garnish and a tasty addition to a salad.

"READYMAID" SOUPS

are put up by the makers of the famous "Franco-American" canned soups to meet the demand for a fifteen cent soup. Tomato, Vegetable, Oxtail, Bouillon, Consomme, Scotch Broth, 15c a tin, 2 for 25c.

LAKE SHORE DELIVERIES

Every Wednesday to St Anne de Bellevue and Senneville, calling at all places en route. Every Saturday to Dorval and all places on the way.

All orders should be in our hands the previous day.

George Graham

Cor. St. Catherine & Drummond

Phones: Up. 3486, 4246, 1347, 1348

A neatly written and well worded newspaper ad. used by a Montreal dealer.

Floating Store for Tourist Trade

Midland Firm Has Two Supply Boats for Georgian Bay Summer Trade — Supply Anything From "Fishworms to Second-Hand Coffin"—A Big Turnover and Good Profit on Two Months' Business.

TO take the store to the customer when the customer cannot come to the store, is the theory upon which the Playfair, Preston Company have established a supply boat service to take all manner of goods from their big department store at Midland, Ont., to the landing places at the different summer resorts up the shore of Georgian Bay.

"We supply the tourists with everything they want, from a can of fishworms to a second-hand coffin (if such is the order)," said W. E. Preston, the manager of the store, who explained that they even went so far as to supply the cottages in addition to the furnishings, when the tourists so desired. For eight years the steamer Trader has been making her summer trips to the resorts of Honey Harbor, Moose River and other attractive spots along the shore of the bay, and during this period experience has taught what the needs of the summer-resorter are, and how they can best be supplied.

Thousands of tourists visit these northern shores during the summer season; they are in many cases wealthy people, or at least prepared to pay for what they have delivered to their own doors in the semi-wilderness, and supplying their needs is profitable business. When we make the statement on the authority of Mr. Preston that the Trader during the season of about two months last year had a turnover of about $20,000, it will be understood that running a supply boat is not an advertising feature—although of course the advertising which it indirectly brings to the firm is very important and is fully valued.

Supply Anything Desired.

By means of the supply boat the tourists are able to get fresh milk, fruit, fish, and also a selection from a full line of provisions and meats, eggs, etc., daily, staple groceries, including cereals and different bulk and proprietary articles. Such supplies are carried as a standard cargo, together with popular summer apparel for bathing and camp life. In addition an order business is conducted, and any article in the store can be delivered on the next trip—and it often needs the stock of a big store to include all of the things which are likely to be asked for.

Carrying fish on a supply boat, going into a district where the fishing would be difficult to surpass, and where the people have not much to do, would seem like taking coals to Newcastle, but nevertheless the Trader does a big business in this department—tourists want what they want when they want it, and usually without going after it. Fish worms, too, are a good line, and the supply boat nearly always carries a stock; in fact, if fishhooks could be supplied with the worms already on them, the tourist fisherman would usually be very much pleased.

A Rush Business at the Dock.

The Trader as a usual thing will carry about one thousand dollars stock, mostly in food supplies. Articles of clothing or furniture or furnishings are usually supplied on order, the order being filled on the following trip. She is not a palace in fittings nor an ocean greyhound in size or design, but tourists in the wilderness do not expect a floating department store to serve their needs. The boat makes but short stops and business is done in a hurry. The buyers rush onto the boat, and the idea is to get what is wanted in the quickest possible order; there is no time for trade talks or lectures on quality; the customers take what they can get and take it quick—it is the reputation of the firm that they largely rely upon as to quality.

A Second Boat Added.

The Playfair, Preston Company think enough of their boat supply business that a second vessel has been secured. During the present summer, the Trader and the City Queen are making regular trips, the former making a daily service to Minnicogenshene via Honey Harbor, and the latter three trips a week as far as Moose River, forty miles up the shore.

In addition to carrying goods for the supply business, these boats will carry independent freight and baggage as well as passengers. Each vessel is about seventy feet long, the Trader having accommodation up to 150 passengers and the City Queen being able to take care of about 160—these, of course, are day trips.

One feature of the supply boat business is the necessity for profits above the normal, as any business man will readily appreciate. There is not only the relative expense of delivery to be considered, but the fact that the capital represented by the investment in the boat is tied up for the whole year and not for the short season that the boat is operated.

Letters to the Editor

To the Editor of Canadian Grocer:

Dear Sir,—Will you allow me a space in your valuable Canadian Grocer, which I have read with interest since coming to this country nearly eighteen months ago.

Much has been said in the past about the credit system. Now I would like to turn the tables and give you my opinions re the cash trade. It is to be regretted that so many firms have allowed this business weed to enter into their garden of enterprise and ambition.

Credit trading tends to make us unthrifty citizens—on the other hand, if cash had been the main feature, it would show what the citizens of Canada could do by the exercise of judicious thrifty habits.

The credit system is certainly a great convenience to many people. But to the merchant, the greatest inconvenience that could come into the business life of any ambitious gentleman. Just the other day, I had a conversation across the tea table with a gentleman, who, I could learn has a good insight into business. Our conversation drifted to the credit system practised in retail stores. He said it was a ruination to the community and retailer. He knew of farmers who got farm implements on credit and to-day they are feeling the keen edge of thrift made manifest when it is too late; to their loss they see now; on the other hand, if they had got the goods as they required them and paid cash, it would have saved much time in worrying and fretful days of misery. Hence, the reason to take heed to the true saying, "Creep before you walk." This credit system principle, to my mind, is a money lending scheme from first to last as far as my experience has been both in the Old Country and here.

Very often I heard the remarks passed, "I can't pay my grocery bill this week or month, as I have the rent to pay or I have been on my holidays," or some other barefaced remark. The poor, unfortunate storekeeper has to suffer.

I hope the day will come and I believe it is dawning, that the credit system will be cut down by the knife of common sense and independence of the merchant and that the standard of cash trade will be raised and will be the means of cheap-

A view of the handsome interior of the grocery department of the Hudson Bay Co., Calgary, Alta. Note the circular arrangement of canned goods around the tops of the pillars, the centre counter display of bottles and package goods, and the order department on the left.

er goods—both to the consumer and retailer, and will be the means of making thriftier and more well-to-do citizens.

JAMES STUART,
2052 Carey Street.

Edmonton, Alta., July 7, 1914.

MARITIME BOARD OF TRADE CONVENTION.

The Maritime Board of Trade Convention will be held this year at Summerside, P.E.I., on August 17, 18, and 19. In sending out a letter to the various boards connected with the Maritime Board, Secretary Williams points out that on August 18, 19, and 20 the province of Prince Edward Island will celebrate at Charlottetown the semi-centenary of the 1864 convention that resulted in the confederation of the various provinces which now constitute the Dominion of Canada.

Under these circumstances it is proposed by the Summerside Board that the Maritime Board hold its first session on the evening of Monday, 17th August, that the business be concluded on the following day, and that on Wednesday, 19th August, the Summerside Board will provide a special train for the conveyance of the delegates to Charlottetown to take in the proceedings of the semi-centenary celebration, including the Canadian athletic championships, returning in the evening to Summerside.

BUSINESS MEN MEET.

Toronto, July 30.—(Special).—A meeting of the business men of Gerrard St. east was held at the Bank of Ottawa, Asdale and Gerrard streets, on Thursday last.

After a chairman and a temporary secretary were named, the meeting decided to form a business men's association to be known as the Roden Business Men's Association. The following officers were then elected:

President—A. E. Gubb.
Vice-president—M. J. Bird.
Sec.-treas.—I. D. Ross.

Executive Committee—J. Penrose, F. Campbell, J. A. Gorringe, W. H. Hilton, the latter being convenor.

It was decided to invite a representative of the Riverdale Business Men's Association to give an address. The membership fee was placed at $1 per year. The new organization will meet every Thursday evening at 8.30 o'clock in the offices of the Bank of Ottawa. Those present were A. E. Gubb, J. Penrose, Mr. Burdett, M. J. Bird, F. Campbell, I. D. Ross, Mr. Owens, J. A. Gorringe, W. H. Hilton, Mr. Jacks and Mr. Laing.

MAY CALL THEM SARDINES.

Word has been received from the Old Country that the British Courts have decided that the Norwegians have the right to brand their fish as Sardines. Litigation was brought against them by French sardine packers.

CANADIAN CHEESE EXPORTS.

A Heavy Decrease In Shipments to the United Kingdom Is Noted.

During the year ending the 30th of June, there was a big decrease in the amount of Canadian cheese which found its way to the markets of the United Kingdom a decrease in fact of 5,661 tons. The total for the year which has just ended reached 60,763 tons, which is in marked contrast with a total of 98,306 tons which the United Kingdom took as recently as 1904. In contrast with the falling off in the exports from Canada are the figures showing there was an increase in the amount shipped from New Zealand of 4,367 tons. At the same time the shipments from the latter country showed plenty of opportunity for improvement as to quality as compared with the Canadian make.

The Speers Trading Co., of Speers, Sask., has been incorporated.

Percy Eby, of Eby, Blain, Limited, Toronto, is spending a vacation at Shanty Bay.

The Toronto Butchers' Section of the Retail Merchants' Association held their annual pienic on Wednesday afternoon, July 29, at the Canadian National Exhibition Grounds.

CURRENT NEWS OF THE WEEK

Quebec and Maritime Provinces.

Tracy Bros., grocers, Montreal, have registered.

The Westville Co-operative Association, Westville, N.S., has assigned.

J. I. Bent, Amherst, N.S., traveler for Dearborn & Co., spice manufacturers, St. John, N.B., has passed away.

Ontario.

B. Crysler, a Hamilton grocer, has sold to Kate Reed.

Robt. Jackson, grocer, Hamilton, Ont., has sold to Arthur Wade.

Chas. S. Norris, president, Norris-Patterson, advertising agents, Toronto, passed away last week.

Arthur Andrew, formerly of Grand Rapids, Mich., will open a grocery store in Chatham, Ont., in the near future.

Ira Moore, Toronto representative of the Quaker Oats Co., is on his vacation. He is spending it around his old home in Peterborough County.

Wm. Grady, grocer, at the corner of Lock and Lansdowne Sts., Peterborough, Ont., is enlarging his store and will install an ice cream parlor.

Wm. Cochrane, representing the Quaker Oats Co., Peterborough, Ont., was in Toronto, Hamilton and London this week on a business trip.

The MacLaren Imperial Cheese Co., Limited, have been appointed agents for the Canada Preserving Co., of Hamilton, and also for Hunt's canned fruits manufactured in California.

The Belleville Retail Merchants' Association will hold their picnic this year on August 5, Belleville's civic holiday. It will be held at 12 o'clock point. The officers of this association are Fred B. Smith, president; H. E. Fairfield, 1st Vice; J. A. McFee, 2nd vice.; M. J. Doyle, treasurer; and H. L. Wallace, secretary.

The William Wrigley, Jr., Co., Ltd., manufacturers of Wrigley's gum have obtained an injunction through the courts of Ontario against the Maple Leaf Gum and Candy Co., of London, Ont. The charge was that the latter was using a label of a somewhat similar character to that in the Wrigley gum and the courts sustained the contention.

Western Canada.

G. E. Balantyne, has opened a store in Prince Albert, Sask.

M. R. Callander, Edmonton, has disposed of his business.

F. G. Goldworth, Victoria, B.C., has disposed of his business.

T. Chapman has purchased the Star Grocery, Edmonton, Alta.

The Vernon Fruit Co., have opened a branch at Wetaskiwin, Alta.

The Moose Jaw Abattoir, Ltd., have been incorporated in Moose Jaw, Sask.

A. T. Unruh, general merchant, Rosthern, Sask., is succeeded by Unruh & Co.

Ella M. Young, general merchant, Bremen, Sask., is succeeded by Wm. H. Dierker.

Jas. Pepper is erecting a general store and dwelling at Beanfield, Sask., near Kerrobert.

McRae Bros., general merchants, Margo, Sask., sustained a fire loss recently, insured.

W. G. Murphy and Co., general merchants, Binscarth, Man., have sold to Robt. A. Grosby.

Lyall and Rattenbury, general merchants, Riverside, Sask., have dissolved, T. W. Lyall continuing.

Geo. A. Maybee, president of the R.M.A., Moose Jaw branch has resigned. He is also president of the Saskatchewan branch.

G. McAdams, has added a confectionery department to his grocery business at Battleford, Sask. He recently moved into a new store.

J. Wake, grocer, Saskatoon, Sask., has sold his branch store to Forbes & Co., J. B. Caldwell, general merchant, Sedley, Sask., is succeeded by J. E. McCall.

Thomas B. Jones, formerly assistant sales manager, and manager on the main line, the Souris branch and Manitoba north-western, has been appointed to succeed J. H. Rankin, as manager of the Moose Jaw branch of Codville's, Limited, Mr. Jones received his early training with H. P. Eckardt and Co., Toronto.

The Vancouver, B.C., council has passed an early closing by-law which includes grocers, clothiers, shoe dealers, dry goods men, and hardware dealers. It took effect on July 25. These stores must close at 6 o'clock every evening except Saturday and then at 11 o'clock. The usual exemptions are allowed.

The Retail Merchants' Association of Saskatchewan, intend taking steps to procure legislation which will enforce the closing of all stores on legal holidays, including Christmas and New Year Days, Good Friday, Dominion Day, Labor Day and Thanksgiving Day. In the past, quite a number of the smaller stores have remained open on such holidays.

REGINA GROCERS' PICNIC.

Regina, Sask., July 30.—(Special.)—Over 600 Regina citizens took advantage of the Regina retail grocers' picnic to Regina Beach last week, to get away from the city for a half day, and the event was a very enjoyable one in every way, perfect weather and a good programme combining to make the day a memorable one. Prizes to the value of about $200 were donated by jobbers and manufacturers both in Regina and Winnipeg, everyone responding most generously.

The event of the day so far as the sports programme was concerned was the baseball game between the travelers and the grocers. The travelers succeeded in turning the tables this year, and won out by the "modest" score of 19 to 11. The battery for the travelers was composed of Farrow, pitcher, and Woodcock behind the bat, while Dent also did good work at third base. For the grocers the stalwarts were Cain in the box and Spencer as catcher.

J. H. Carson, of Cameron & Heap, was chairman of committees; A. Cranston, of Campbell, Wilson & Strathdee, was secretary, and Geo. Milne was treasurer.

The sports committee was as follows: A. Thompson, S. Johnston, L. Spence, D B. McColl and C. Biggs.

Such have been the ravages of the pear blight in Washington that the people have been making demands for a special session of the Legislature to take steps to prevent damage to the crop. This blight was first experienced in California, but there is not so much trouble in that state now as a few years ago, although in the meantime several varieties have been wiped out of existence so far as any commercial significance is concerned. The blight now seems to be moving north, and it requires strenuous methods to stop it, the only effective method apparently being to cut out and burn the parts affected.

European War May Affect Number of Prices

Should the Turmoil Become General Sugar, Nuts, Bosnia Prunes, etc., Would Likely Advance — Speculation as to the Opening Prices on New Canned Peas—Ninety Cents for Standards or More Being Looked for—Good Outlook for Canned Tomatoes.

Office of Publication, Toronto, July 30, 1914.

THE declaration of war on Servia on the part of Austria-Hungary at once raises several factors which should almost immediately have their effect in the grocery markets, and at the same time brings contingencies into sight, the extent of which can only be surmised in proportion to the possibilities of other countries being involved in a conflict which may ravage Europe.

With the war lasting any length of time there is sure to be interference with the prune crop of Bosnia, and also Austrian bean shipments, while in Austria and other countries the call to arms will undoubtedly take from the best fields laborers required in the sugar harvest. Should the conflict not be confined to these two countries, then the whole of the Mediterranean export fruits may suffer as well as nuts, figs, ets.

Then the direct effect of the war is likely to be of less importance than the general world influence in increasing the cost of food products. So closely are the sources of supply related to one another at the present time that there is not only the difficulty of delay in deliveries to be figured on, but the advance over other markets, which will almost instantly take effect. Should Russia step in and the other great powers become involved, there is no foreseeing where the influence may end. The demoralization of the stock markets on the announcement of war may be taken as an indication of what may be looked for later in other markets should the fears of which evidence has already been given prove to have solid foundation. We trust, however, such will not be the case.

Millers are not looking for any important change in the flour situation for the immediate present, although wheat prices are stiffening. Should the powers become seriously involved in the trouble, it would be another matter altogether, and prices could be expected to soar to almost any height. So far as Canada is concerned, the prices would be chiefly influenced if importing countries became concerned in the conflict.

Just now the retail and wholesale trade is awaiting with interest the opening prices of canned peas. Late reports indicate that while considerable damage has been done by drought, the pea fly, the army worm and other troublesome insects, there have been many good fields of peas harvested. It is too common knowledge among the trade that there has been a considerable hold-over on peas, but nevertheless, the opening prices will be higher than a year ago, when the opening priee for standards was 82½ cents per dozen. Prospects, however, are for a heavy pack of tomatoes, as the vines are looking quite prosperous. Canners report the corn outlook only fair, and since corn has been pretty well sold out, or will be when the new pack arrives, opening priees on it cannot be expected to be any lower than last year.

On the whole, jobbers report business fair. All trust that the disturbing influences in the Old World will be brought to a speedy close.

Markets in Brief

QUEBEC MARKETS.

GENERAL MARKETS—
- War likely to influence some prices.
- Situation of week very quiet.
- Sugar a little easier in New York.

FLOUR AND CEREALS—
- War situation and flour prices.
- Demand for feeds keeps prices up.
- Wheat has been advancing.

FRUITS AND VEGETABLES—
- Raspberries continue dear.
- Potatoes getting cheaper.
- Nova Scotia strawberries still offered.

FISH AND OYSTERS—
- Salmon getting scarce now.
- Halibut firmer in price.
- Green cod coming in now.

PRODUCE AND PROVISIONS—
- Breakfast bacon up a cent.
- Fresh eggs advance 2c.
- Butter higher on export.
- Good prices for poultry.

ONTARIO MARKETS.

GENERAL GROCERIES—
- Opening prices on peas estimated at between 90c and $1 for standards.
- General war would advance sugar.
- Tomato crop looks good, but corn only fair.
- Firmer tone to Sultan and Valencia raisins.

PRODUCE AND PROVISIONS—
- Cooked meats a little firmer.
- Eggs steady, and present production going into consumption.
- Further strength may be looked for in butter.

FRUITS AND VEGETABLES—
- Outlook is for firmness in lemon market.
- Domestic fruits selling freely. Crop of cherries was large and berries fair.
- New domestic potatoes force market down.

FLOUR AND CEREALS—
- Wheat market rising under war news.
- Flour dull at present, but may develop strength should the European trouble be general.
- Cereals steady, but dull.

MANITOBA MARKETS.

GENERAL GROCERIES—
- Sugar market firm.
- Advance in evaporated apples.
- New apricots selling freely.
- 3-lb. picker beans up.
- New walnuts and almonds to be cheaper.
- Tapioca and sago tend down.
- Coffee market stronger.

FLOUR AND CEREALS—
- Wheat up, but flour unmoved.
- Feeding stuffs selling well.
- Price of shorts considered low.

FRUITS AND VEGETABLES—
- Eating and preserving cherries in.
- Few raspberries bring $3.50 crate.
- Cal. tomatoes quoted $1.25 case.
- New potatoes $1.50 bushel.

PRODUCE AND PROVISIONS—
- Meats and lard firmed up.
- Eggs take firmer tone.
- Butter prices inflated temporarily.

QUEBEC MARKETS.

Montreal, July 30.—There is room for considerable speculation as to what influence the war in Europe may have upon market conditions in this country. Should the fracas be confined to Austria and Servia—and nearly all the powers seem to be working in this direction—the direct effect will come upon Bosnia prunes and certain varieties of beans. But should Russia step in and Germany and France be forced to take a hand. Europe would be a turmoil, which would affect the market supplies of practically everything grown there, and there would undoubtedly be much higher prices for all kinds of Mediterranean fruits and those varieties of nuts which are grown in Europe, not to mention figs, dates, etc. War would also be likely to have an immediate effect on the

sugar market on aeeount of the reeruiting of armies, which would empty the beet sugar fields of their necessary laborers. These are the markets to be affected directly, but there is no saying where the end would be if Europe beeame involved in a big war, for the influenee would be mueh wider than over those eommodities whose growth and transportation might be direetly interfered with. A big war of any great duration would affect the prices of practieally all foodstuffs, and this would be partieularly true should Great Britain become involved.

The week loeally has been without feature, and practieally no priee ehanges. In one wholesale house, after considering the situation and the market news, one of the officials made the statement that all he had noted during the week was a seareity in bird seed—which is not a very important matter for eomment.

SUGAR.—There is no ehange in the market, and sales continue quiet, with a little better prospeet on account of evidence that stoeks in the hands of wholesalers, which were purehased during the advanees of some weeks ago, and whieh nave been delivered on order sinee, are getting rather low. There is not much of interest in the Ameriean markets, and there have been no speeial features sinee the last advance. It was announeed that while the list generally was holding firm, there had been a 5e deeline in federal. Consumption is reported as fair, with a tendeney for a better demand for preserving raspberries, eherries, ete., on aecount of the partial failure of the strawberries; preserving, however, is likely to be less extensive than usual.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	4 45
20 lb. bags	4 55
2 and 5-lb. cartons	4 75
Second grade, in 100 lb. bags	4 30
Yellow Sugars—	
No. 3	4 40
No. 2	4 50
No. 1	4 05
Extra Ground Sugars—	
Barrels	4 85
50 lb. boxes	5 15
20 lb. boxes	5 25
Powdered Sugars—	
Barrels	4 85
50 lb. boxes	5 05
25 lb. boxes	5 05
Paris Lumps—	
100 lb. boxes	5 20
50 lb. boxes	5 40
25 lb. boxes	5 50
Crystal Diamonds—	
Barrels	5 25
100 lb. boxes	5 40
50 lb. boxes	5 50
Cartons and half cartons	7 05
Crystal Dominoes, cartons	7 15

DRIED FRUITS.—Market eontinues quiet, with strong demand for prunes and apples and short stoeks in these lines. There should be interest in primary sourees, as this department of the fruit trade is most likely to be first affeeted in the event of a serious war outbreak, partieularly Bosnia prunes and beans, which are grown within the zone, which will be immediately affeeted by the hostilities. Bosnia prunes had recently reeeded to a slight degree, having been unusually strong on speeulation influenced by the California shortage.

EVAPORATED FRUITS.	Per lb.	
Apples, 50-lb. boxes	0 11	0 11½
Nectarines, choice	....	0 11
Peaches, choice	0 09	0 09½
Pears, choice	0 14	0 15
Apricots	0 16	0 20
DRIED FRUITS.		
Candied Peels—		
Citron	0 15	0 16
Lemon	....	0 10½
Orange	....	0 11½
Currants—		
Amalias, loose	....	0 07
Amalias, 1-lb. pkgs.	0 07½	0 08½
Filiatras, fine, loose	0 06½	0 07
Dates—		
Dromedary, package stock, per pkg..	0 06½	0 10
Fards, choicest	....	0 11
Hallowee, loose	....	0 05½
Hallowee, 1-lb. pkgs.	....	0 07½
Figs—		
Finest, 6 crown, about 12 lbs.	0 13	0 13½
Same fruit, 5 and 4 crown, 1 and 2 cents less.		
Prunes—		
40 to 50, in 25-lb. boxes, faced	0 12½	0 13
50 to 60, in 25-lb. boxes, faced	0 11½	0 12
70 to 80, in 25-lb. boxes, faced	0 10	0 10½
80 to 90, in 25-lb. boxes, faced	....	0 09½
95 to 180, in 25-lb. boxes, faced	0 06	0 06½
60 to 70, in 25-lb. boxes, faced	0 10½	0 11
Raisins—		
Malaga table, box of 22 lbs., according to quality	2 75	6 00
Muscatels, loose, 3 crown, lb.	....	0 08½
Sultana, loose	....	0 10
Lower grades Sultana, 1 lb. pkgs.	....	0 11
Valencia, new	0 06	0 06½
Seeded, fancy	....	0 10½
Seeded, choice	....	0 10

Prices quoted on all lines of fruits liable to be shaded for quantities, according to the state of the market.

SPICES.—Season for spiees is now approaehing rapidly, and should open in a week or so. Jobbers report a fairly active business, with number of orders equal to a year ago, but volume small, indicating a hand-to-mouth business.

	5 and 10 lb. Tins.	¼ lb. pkgs., doz.	¼ lb. tins, doz.
Allspice	14—17	60—0 70	70—0 80
Cassia	22—27	72—0 90	80—0 90
Cayenne pepper	25—30	72—0 90	90—1 15
Cloves	30—35	1 08—0 95	..—1 08
Cream tartar	28—33	..—1 00	.....
Curry powder	..—36	.....	.....
Ginger, Cochin	18—20	.....	.....
Ginger, Jamaica	22—27	65—0 85	75—0 95
Mace	75—1 00	.....	..—2 75
Nutmegs	25—30	90—0 00	1 60—2 50
Peppers, black	18—20	67—0 75	80—0 90
Peppers, white	28—29	95—1 10	1 10—1 20
Pastry spice	20—27	65—0 95	75—1 10
Pickling spice	14—18	65—0 00	75—0 00
Turmeric	16—18	.....	.....

Range for pure spices according to grade. Barrels or boxes 2 cents per lb. below tins. Pails or 3 cents below tins.

Cardamon seed, per lb., in bulk	1 80	2 25
Carraway—		
Canadian, psr lb.	....	0 10
Dutch, per lb.	....	0 15
Cinnamon, Ceylon, psr lb.	....	0 50
Mustard seed, per lb., in bulk	0 15	0 18
Celery seed, per lb., in bulk	0 30	0 35
Cayenne Chillies	....	0 25
Shredded cocoanut, in pails	0 18	0 20

DRIED VEGETABLES.—Market is firm, especially for peas, on reports of serious damage to erop in Ontario.

Beans—		
Hand picked, per bush.	2 40	2 50
Canadian white, per bush.	2 10	2 25
Yellow, per bush.	....	2 75
Yellow eyes, per bush.	....	3 25
Lima, per lb.	....	0 08½
Peas, per bushel	2 25	2 40
Peas, Imperial green, per bush.	....	2 50
Barley, pot, per bag	....	2 80
Barley, pearl	....	4 00

MOLASSES.—There is not a strong demand in this market at the season, and with importers cleared of stoeks, the situation is largely in the hands of jobbers, and will remain there until arrival of new shipments after the first of the year. No general ehange of priees is looked for in the meantime.

Barbadoes Molasses—	Prices for Island of Montreal. Fancy.	Choice.
Puncheons	.30	.28
Barrels	.33	.31
Half barrels	.35	.33

For outside territories prices rangs about 3c lower per gallon than for delivery, Island of Montreal.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at open prices." No discounts will be given.

Corn Syrups—		
Barrels, per lb., 3½c; ½ bbls., 3¾c; ¼ bbls.		0 04
Pails, 38½ lbs., $1.85; 25 lbs.		1 35
Cases, 2 lb. tins, 2 doz. in case		2 50
Cases, 5 lb. tins, 1 doz. in case		2 85
Cases, 10 lb. tins, ½ doz. in case		2 75
Cases, 20 lbs. tins, ¼ doz. in case		2 70
Maple Syrups—		
Pure, psr 8½ lb. tin		0 75
Pure, in 15 gal. kegs, 8c per lb., or per gal.		1 00
Maple sugar, pure, per lb.	0 10	0 11

RICE.—Demand is a little better on eooler weather, but volume passing is not large. Priees are firm, and low level does not indicate likelihood of ehange.

Rangoon Rices—	Per cwt.
Rangoon "B"	3 00
"C.C."	2 90
India bright	3 15
Lustre	3 25
Fancy Rices—	**Per cwt.**
Polished	4 40
Pearl	4 60
Imperial Glace	4 90
Sparkle	5 10
Crystal	5 10
Snow	5 30
Ice drips	5 45
Carolina head	7 10

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).

	Per lb.	
Imported Patna—		
Bags, 224 lbs.	0 05½	0 05⅝
Half bags, 112 lbs.	0 05¼	0 05½
Quarter bags, 56 lbs.	0 05⅜	0 05⅝
Velvet head Carolina	0 09	0 10
Sago, brown	0 04½	0 05

NUTS.—The market is without feature and strong, eonsidering the volume of business; lower priees are shown for almonds and higher quotations for Brazils.

Shelled walnuts, per lb.	0 40	0 42
Shelled almonds, 28-lb. boxes, per lb.	0 45	0 46
Finest filberts	0 12½	0 14
Pecans—		
3 crown	0 17	0 18
Large	0 18	0 20
Giants	0 21	0 22
Almonds	0 18	0 20
Walnuts, Grenoble	0 18	0 19
Walnuts, Marbots	0 14	0 16
Brazils, new	0 13½	0 15
Peanuts, No. 1, 13c; No. 2	....	0 11
Peanuts, No. 3(9½c; No. 4	....	0 09

COFFEE.—Business is only fair, and there has been some weakness displayed during the week in the big markets, but not suffieient to affect trade here.

Coffee, Roasted—		
Bogotas	0 27	0 30
Gautemala	0 26	0 28
Jamaica	0 24	0 25
Java	0 32	0 35
Maricaibo	0 25	0 26
Mexican	0 27	0 28
Mocha	0 30	0 32
Rio	0 20	0 22
Santos	0 22	0 23
Chicory, per lb.	0 08	0 10

TEAS.—Reports from London indicate the situation for Indians and Ceylons as eontinuing a little easier, with low basis at 7.3 lb., whieh means 16e to 20e to the trade here. Japans are higher on the usual basis and stronger with advance in priees over a year ago on the new erop.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 40
Fine	0 30	0 35
Medium	0 25	0 30
Good common	0 18	0 25
Common	0 15	0 18
Ceylon—		
Broken Orange Pekoe	0 30	0 40
Pekocs	0 20	0 22
Pekoe Souchongs	0 20	0 22
Garden grown	0 75	1 00
India—		
Pekoe Souchongs	0 19	0 20
Ceylon Greens—		
Young Hysons	0 24	0 26
Hyson	....	0 22
Gunpowders	0 19	0 35
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey gunpowder, pinhead	0 30	0 50

ONTARIO MARKETS.

Toronto, July 30.—Bad news, they say, travels faster than good, and so it was not surprising to hear the wholesalers and brokers dilate on the many aspects of the Balkan trouble this week. Speculation was rife among many as to the possible effect a general war would have, but many refused to discuss the matter, claiming that the turmoil would be localized between Servia and Austria. Sugar, it was felt, would rise in the event of Germany being drawn into the struggle, as Germany and Austria are large producers of sugar beets. Laborers would practically all be required upholding the honor of their countries on the battlefield, and harvests would not be taken from the farms properly. This would not only affect sugar, but the harvesting of other crops, which would have the tendency to raise the cost of living to a higher degree than ever.

Local wholesalers state that business is keeping up so far as staple groceries are concerned, but that the sale of high-class fancy lines is dropping off.

SUGAR.—Apart from the part that the war in Europe may play on the sugar market, the situation is comparatively easy. There are good growing crops, and if they are properly harvested there seems no reason why sugar should rise very much in price. However, should the trouble spread on the continent there is no question that this line would advance. It is, of course, impossible to say what the extent of this rise would be, but one man hazarded the guess that it would not be more than half a cent a pound, or 50 cents a hundred. The European beet crop is estimated at 8,000,000 tons, and would, therefore, require a large army of laborers. If these are drafted into the army, the harvesting operations would be rendered difficult. Of course, there is always the fact that the women of the Balkan States are strong workers, and they can be depended on to take care of considerable harvest if they are not hampered by armies.

Extra Granulated Sugars, Montreal Refined—Per 100 lbs.	
100 lb. bags	4 51
20 lb. bags	4 61
10 lb. bags	4 66
2 and 5 lb. cartons	4 81
Second grade granulated, 100-lb. bags	4 41
Nova Scotia refined, 100-lb. bags	4 41
Western Ontario refined, 100-lb. bags	4 41
Extra Ground Sugars—	
Barrels	4 91
50 lb. boxes	4 11
25 lb. boxes	5 31
Powdered Sugars—	
Barrels	4 71
50 lb. boxes	4 91
25 lb. boxes	5 11
Crystal Diamonds—	
Barrels	5 26
100 lb. boxes	5 26
50 lb. boxes	5 36
Paris Lumps—	
100 lb. boxes	5 26
50 lb. boxes	5 36
25 lb. boxes	5 56
Cartons (20 to case)	7 31
Cartons (50 to case)	7 31
Crystal Dominoes, cartons	7 50
Yellow Sugars—	
No. 1	4 11

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

SYRUPS AND MOLASSES.—This market remains in much the same condition as during the past month, with sales only fair in view of the hot weather.

Syrups—	Per case.
2 lb. tins, 2 doz. in case	2 50
5 lb. tins, 1 doz. in case	2 85
10 lb. tins, ½ doz. in case	2 75
20 lb. tins, ¼ doz. in case	2 70
Barrels, per lb.	0 03½
Half barrels, lb.	0 03¾
Quarter barrels, lb.	0 04
Pails, 38½ lbs. each	1 85
Pails, 25 lbs. each	1 35

Molasses, per gallon—		
New Orleans, barrels	0 26	0 28
New Orleans, half-barrels	0 28	0 30
West Indies, barrels	0 22	0 24
West Indies, half barrels	0 24	0 26
Barbadoes, fancy, barrels	0 45	0 48
Barbadoes, fancy, half barrels	0 47	0 51
Maple Syrup—Compound—		
Gallons, 6 to case	4 40	4 80
½ gals., 12 to case	4 70	5 40
¼ gals., 24 to case	4 70	5 40
Pints, 24 to case	2 50	3 00
Maple Syrup—Pure—		
6 gallon cans, 1 to case	6 45	6 60
Gallons, 6 to case	6 60	8 00
½ gallons, 12 to case	6 95	7 25
Quarts, 24 to case, in glass	7 00	7 25
Pints, 24 to case	4 00	5 90
Maple Sugar—		
Pure, per lb.		0 12½
Maple Cream Sugar—		
24 twin bars		1 80
40 and 48 twin bars	3 60	4 85
Maple butter, lb. tins, dozen		1 90

DRIED FRUITS.—Movement is comparatively slow in all lines of dried fruits because of the quantities and varieties of fresh goods on the markets. Locally prunes are a shade firm on account of stocks being in rather small compass, although some wholesalers have sufficient quantities. The trade seem to have plenty of peaches to carry them through. Valencia and Sultana raisins are a shade firmer.

Apples, evaporated, per lb.	0 10½	0 11
Apricots—		
Standard, 25 lb. boxes	0 16½	0 18
Choice, 25 lb. boxes	0 18	0 18½
Fancy	0 23	0 24
Candied Peels—		
Lemon	0 10	0 12
Orange	0 10	0 12
Citron	0 16	0 17
Currants—		
Filiatras, per lb.	0 06½	0 07
Amalas, choicest, per lb.		0 07
Patras, per lb.		0 07½
Vostizzas, choice		0 09
Vostizzas, shade dried	0 10½	0 11
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 08½	0 09½
Fards, choicest, 60-lb. boxes	0 08	0 08½
Package dates	0 06¼	0 09
Hallowees	0 05¾	0 06
Prunes—		
30-40s, California, 25 lb. boxes	0 14	0 15
40-50s, 25 lb. boxes	0 13	0 14
50-60s, 25 lb. boxes	0 12½	0 12¾
60-70s, 50 lb. boxes	0 10½	0 11
70-80s, 50 lb. boxes	0 10	0 10½
80-90s, 50 lb. boxes	0 09½	0 10
90-100s, 50 lb. boxes	0 08	0 08½
25-lb. boxes, ¼c more.		
Peaches—		
Standard, 50-lb. boxes	0 08	0 08½
Choice, 50-lb. boxes	0 09	0 10
25-lb. boxes, ¼c more.		
Raisins—		
Sultana, choice, new	0 07	0 09
Sultana, fancy, new	0 10	0 12
Valencia	0 07½	0 08
Seeded, fancy, 1 lb. packets	0 10½	0 11
Seeded, choice, 1 lb. packets		0 10
Seeded, choice, 12 oz.		0 08½
Seedless, 16 oz., packets	0 10¼	0 11
Seedless, 12 oz. packets	0 08½	0 09

TEA.—This market has been easing somewhat now for some time, particularly for common and medium kinds, but the prices of good liquoring varieties have been well maintained. Tea men express the opinion that a general European struggle would have the effect of enhancing prices, and are hoping that this will not come to pass.

Japans—		
Choicest	0 40	0 50
Choice	0 30	0 40
Fine	0 30	0 35
Medium	0 25	0 30
Good common	0 15	0 18
Ceylon—		
Broken Orange Pekoe	0 30	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—		
Pekoe Souchongs	0 19	0 20
Indian Pekoes	0 20	0 24
Ceylon Greens—		
Young Hysons	0 24	0 26
Hyson	0 22	0 24
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey gunpowder, pinhead	0 30	0 60
Moyune, gunpowder, pinhead	0 33	0 45

COFFEE.—The only way a war in Europe could affect the coffee situation in Brazil would be by holding all available money on the continent, and, therefore, not allowing sufficient for the harvesting of the crop. It is, however, too early to speculate on the outcome. In the meantime the market is steady.

Coffee, Roasted—		
Bogotas	0 25	0 27
Guatemala	0 26	0 28
Jamaica	0 24	0 25
Java	0 30	0 32
Maricaibo	0 25	0 26
Mexican	0 25	0 27
Mocha	0 29	0 32
Rio	0 17	0 18
Santos	0 19	0 21
Chicory, per lb.	0 10	0 12

SPICES.—The feature of the spice market is the sale to the retail trade of mixed pickling spices. While the quantity moving may not be as large just yet as a year ago, the orders are numerous, and better sales are anticipated later on.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	0 10	0 13—0 15
Allspice, whole		0 12—0 15
Cinnamon, whole		0 20—0 25
Cinnamon, ground	0 17—0 18	0 20—0 25
Cinnamon, Batavia		0 25—0 35
Cloves, whole		0 25—0 30
Cloves, ground	0 18—0 23	0 28—0 30
Cream of tartar	0 18—0 21	0 32—0 34
Curry powder		—0 25
Ginger, Cochin	0 12—0 15	0 18—0 21
Ginger, Jamaica, ground	0 15—0 18	0 22—0 25
Ginger, Jamaica, whole		0 22—0 25
Ginger, African, ground		—0 16
Mace		0 75—1 00
Nutmegs, brown, 64s, 50c; 80s, 40c; 100s		—0 35
Nutmegs, ground, bulk, 45c; 1 lb. tins		—0 55
Pastry spice		—0 25
Peppers, black, ground	0 10—0 14	0 17—0 20
Peppers, black whole		0 18—0 20
Peppers, white, ground	0 15—0 23	0 27—0 30
Peppers, white, whole		0 26—0 28
Pickling spice		—0 15
Turmeric		0 25—0 35

NUTS.—

In shell—	Per lb.	
Almonds, Tarragona	0 18	0 18½
Brazils, medium, new	0 11	0 12
Brazils, large, washed, new	0 12	0 13
Chestnuts, peck	1 75	1 90
Filberts, Sicily, new	0 12	0 13
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 10½	0 11
Peanuts, fancy, roasted	0 09½	0 10
Pecans	0 17	0 18
Walnuts, Grenoble, new	0 16	0 17
Walnuts, Bordeaux	0 13	0 13½
Walnuts, Marbots	0 14	0 15
Shelled—		
Almonds	0 44	0 46
Filberts		0 27
Peanuts	0 11	0 12
Pecans	0 56	0 60
Walnuts, new	0 45	0 46

RICE AND TAPIOCA.—Hot weather is naturally having some effect in this market; prices are low, and not likely to change for some time.

Rangoon, per lb.	0 03	0 04
Rangoon, fancy, per lb.	0 04	0 06
Patna, per lb.	0 05	0 06½
Japan, per lb.	0 05	0 07
Java, per lb.	0 06	0 07
Carolina, per lb.	0 10	0 11½
Sago—		
Brown, per lb.	0 05	0 05½
White, per lb.		0 05
Tapioca—		
Bullet, double goat		0 09½
Medium pearl	0 04½	0 05
Seed pearl	0 05	0 05½
Flake		0 09½

BEANS.—While there is not much doing in the bean market, prices are being well maintained. It is too early yet to forecast with any degree of accuracy the possible outcome of this year's crop.

Beans—	Per bushel.	
Canadian primes		2 10
Canadian H. P.		2 25
Canadian, extra H. P.		2 50

Yellow eyes	3 00	3 25
Brown	....	3 25
Lime	0 07½	0 08
Peas, blue Canadian, per bush	2 00	2 25
Peas, green, imported, bush	....	2 40
Peas, whole white, per bush	....	1 85

CANNED GOODS

MONTREAL. — The canned goods situation has taken a very satisfactory basis through the strong demand which has been noted during the past few months, which has had the effect of reducing the heavy stocks which were being held by wholesalers until the majority now appear to be in a position to pretty well clear up by the time the new goods come in. In some cases there may be some shifting of prices in individual cases where the demand is insistent. Prices remain firm, and for fish they are strong, especially salmon firsts. Canned mackerel is getting scarce, and the price has advanced a dollar.

TORONTO.—It is generally anticipated that canned peas will open higher than a year ago, in view of the damage done the standing crops by so many destructive agencies including drought, the peafly and the army worm. One estimate of a wholesale grocer was $1 per dozen for standards, while another thought that 90 cents would be closer the mark. There is some holdover in peas on account of the good crop last year and this will be a factor when new prices are made, which will likely be in the next week or so. Outlook for a good yield of tomatoes is good, but indications point to only a fair crop of corn.

MANITOBA MARKETS.

Winnipeg, July 27.—General business still of the hand-to-mouth variety, declared to be normally good for the time of year. Wholesalers deplore the small amount of business, but with the same breath deprecate a suggestion that retailers buy in larger quantities. Fact is, they would like to see more money coming in. They have little comment to make on report that crop will only be 75 per cent. of average. On the whole, the grocery business seems to be in as good condition as any.

Canned goods are having a big sale, as might be expected. Crop of peas has proved a partial failure, and prices will open on standards, it is said, at $1.90 per case, making Early June $1.95 and Sweet Wrinkle $2. These are considerably above those of last year. The tomato crop is reported extra heavy, and prices will probably remain next year as in the past. In spite of early talk as to partial failure of the strawberry crop, there has apparently been an ordinary amount packed, and prices will be about the same. It is too early yet to predict regarding the crop of corn, the old being about exhausted, and any small lots being held are commanding higher prices than quoted in early part of the season.

Apparently the crop of broom corn is going to be short of last year, and present prices, although fairly high, may probably be advanced if crop predictions are correct.

Features this week are tendency for tapioca and sago to decline, as new stock is costing less. There is a slight advance in the price of 3 lb. picker beans. There was also a sharp advance in the price of evaporated apples. Sugar market is steady.

SUGAR AND SYRUPS.—The market is just hanging on, and wholesalers here believe there is no chance of decline, and apparently no chance of an advance. Demand is very big.

	Per cwt. in sacks.
Sugar, Eastern—	
Extra standard granulated	4 90
Extra ground or icing	5 40
Powdered	5 20
Lumps, hard	5 85
Montreal, yellow	4 50
Sugar, B.C.—	
Extra standard granulated	4 90
Yellow sugar	4 25
Bar sugar	5 05
Icing sugar	5 25
Powdered sugar	5 05
H. P. lumps	5 75
Sugar packed in barrels, 5c per cwt. more.	
Sugar, Western Ontario—	
Sacks, per 100 lbs.	4 80
Barrels, per cwt.	4 75
Halves, 50 lbs., per cwt	4 80
Bales, 20 lbs., per cwt.	4 85
Powdered, barrels	5 10
Powdered, 5's	5 45
Powdered, 25s	5 75
Icing, barrels	5 40
Icing, 50s	5 65
Icing, 25s	5 80
Icing pails	5 70
Cut loaf, barrels	5 50
Cut loaf, 50s	5 75
Cut loaf, 25s	6 00
Corn Syrups—	
Barrels, per 100 lbs.	4 25
Cases, 20-lb. tins, ¼ doz. in case	2 77
Cases, 10-lb. tins, ½ doz. in case	2 76
Cases, 5-lb. tins, ½ doz. in case	2 88
Cases, 2-lb. tins, 2 doz. in case	2 48
American, 2-lb. tins, 24 tins case, per case	2 40
American, 5-lb. tins, 12 tins case, per case	2 76
American, 10-lb. tins, 6 tins case, per case	2 65
American, 20-lb. tins, 3 tins case, per case	2 66
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	2 85
5-lb. tins, 1 doz. to case, per case	3 20
10-lb. tins, ½ doz. to case, per case	3 00
20-lb. tins, 3 tins to case, per case	2 95

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)

	Per gal.
Molasses—	
Barbadoes	0 49
New Orleans	0 31
Maple Syrups—	Per case.
Imperial quarts, case 2 doz.	5 40
Imperial ½ gals., 1 doz.	5 55
New, pure, ½ gal., case	9 00
New, pure, ¼ gal., quarts, case 2 doz.	9 70
New, pure, quart bottles, case 2 doz.	9 75

DRIED FRUITS.—During the hot season, stocks of evaporated fruits are kept low. New apricots have arrived and are selling freely. Peaches, currants and dates are all in normal demand. Past week was notable for a sharp advance in price of evaporated apples, now selling good white quality, 50 lb. boxes 12½ c to 13c. Rumor says some California grown evaporated apples are coming on to this market, which will sell at practically these prices.

Apples, evaporated, new, 25s	0 13	0 13½
Apricots, choice, 25's	....	0 15¾
Apricots, choice, 10's	....	0 16¾
Apricots, standard, 25's	....	0 14
Currants—		
Dry clean	....	0 07½
Washed	....	0 07¾
1 lb. package	....	0 08
2 lb. package	....	0 16
Vostizzas, 1 lb.	....	0 11
Dates—		
Hallowi, loose, per lb.	....	0 06½
Hallowi, 1 lb. pkgs.	....	0 07
Fard dates, 12-lb. boxes	....	1 00
Peaches—		
Standard, 25-lb. boxes	....	0 07½
Choice, 25-lb. boxes	....	0 07¾
Extra choice, 25-lb. boxes	....	0 08¼
Prunes, in 25-lb. boxes—		
90 to 100	....	0 07¾
80 to 90	....	0 08¼
70 to 80	....	0 10¾
60 to 70	....	0 11¾
50 to 60	....	0 12¼
40 to 50	....	0 13¼
Raisins, Valencias—		
Extra select Valencias, 28's, box	....	2 15
Raisins, Sultanas—		
California	....	0 09¾
Smyrnas	0 08	0 12½
Raisins, Muscatels—		
3 crown, loose, 50's	....	0 08¾
3 crown, loose, 25's	....	0 09
Choice seeded, lb.	....	0 09⅝
Extra fancy seeded, lb.	....	0 10
Raisins, Australians—		
Lexias, 56-lb. boxes	....	0 08½

TEAS AND COFFEES.—Coffee market stronger, due largely to shortage of crop. Old crop Santos becoming hard to secure of desirable description, and new crop is being offered for delivery Sept. or October. Tea market is firm. Prices have not changed materially lately, though they are 4c higher than last year.

Rio, No. 5, green	0 13	0 13¾
Rio, roasted	....	0 16
Santos, green, No. 4	....	0 15
Santos, roasted	0 21¾	0 22¾
Chicory, per lb.	0 07	0 08
Teas—		
Japans—		
Extra fine basket, fired	....	0 40
Fancy	0 31	0 35
Choicest	0 29	0 32
Choice or medium	0 25	0 29
Common	0 20	0 23
India and Ceylon—		
Broken Orange Pekoe	0 28	0 40
Pekoe	0 26	0 30
Pekoe Souchong	0 23	0 26
Souchong	0 21	0 23
China—		
Common Moning	0 15	0 18
Good Paklum	....	0 35
Keemum	....	0 50

BEANS.—There is an advance in 3lb. picker, now selling at $2.15. Beans are becoming scarce in Ontario, and cannot be laid down in Winnipeg at less than $2.05, which should demand a larger selling price than receiving. This increase can be looked for. No change in peas or barley.

Beans—		
Austrian, hand picked	2 35	2 40
3 lb. picker	....	2 15
Cal. Lima, per lb.	....	0 06¾
Barley—		
Pot, per sack, 98 lbs.	....	3 10
Pearl, per sack 98 lbs.	....	4 60
Peas—		
Split peas, sack, 98 lbs.	3 30	3 40
Whole peas, bushel	....	2 00

RICE AND TAPIOCA. — Tendency for tapioca and sago is down, as stock arriving is costing considerably less. Rice is holding firm, and no change is looked for, as practically all wholesalers have contracted on present basis until new crop arrives in November or December.

NUTS.—Demand is small. Both new walnuts and almonds will be lower when they come on to the market, or at least shortly after.

Almonds, Tarragona	....	0 18½
Brazils	....	0 12½
Filberts, Sicily	....	0 13¼
Peanuts, Jumbos, roasted	0 11¾	0 14
Peanuts, choice, roasted	....	0 10½
Peanuts, fancy, roasted	....	0 11½
Pecans	....	0 20½
Walnuts, Grenoble	....	0 17
Walnuts, Marbot	....	0 14
Shelled—		
Almonds	....	0 44
Walnuts	....	0 44

Saskatchewan Crops and Market Situation

Regina, Sask., July 29.—(Special by Wire).—As harvest time grows nearer speculation as to the outcome of Saskatchewan's wheat crop increases. The latest predictions are that taking the province as a whole, the wheat yield in Saskatchewan will not be more than 14 bushels to the acre. The weather is still a considerable factor, however, and a little cool weather during the next week or two might materially increase the yield. Barley cutting will commence in the Regina district in 6 or 7 days' time, and wheat cutting will follow soon after. In some sections of the Regina district it is predicted that the wheat yield will run 40 bushels to the acre.

Hon. George Langley, Minister of Municipal Affairs, has just returned from a tour of the province. While the crop in the south-east section along the C.P.R. and the Soo Line was much above the average, in the western portion of the province, at Maple Creek and Gull Lake and running up into the Kindersley district he thought the crop might be called a total failure. In the central portions of the province both east and west of Saskatoon, it was one of the most uneven crops he had seen for years.

There is every likelihood of an early harvest, and the grain sample will probably be a good one. Oats and barley are said to be light and it is possible that not more than one-half an average crop of these grains will be harvested. Wheat cutting will probably be general the middle of August. Oats will be cut about August 20, while the harvesting of flax will commence about the first week of September. In the Wilcox district several farmers have been hailed out during the past week and a severe storm is reported to have passed over the district about Stalwart, up north, which did considerable damage to property but not to the crops. The weather continues hot, and while showers are occurring locally every few days they are not as general as might be desired.

Business continues to pick up. A tone of optimism prevails, despite the fact that outlook for a bumper crop is not as bright as was hoped earlier. One feature this week is the decline in eggs, which have dropped two cents per dozen. This commodity is coming in more plentifully, and the drop in price is largely due to the poor condition in which they are received. Evaporated apples are up to twelve and a half cents, and the prospects are that they will go still higher.

A record has been made by a Regina citizen in producing a well-developed, fully ripened tomato, on July 22. The specimen was grown in the open air. The vines are also well loaded with green tomatoes. New potatoes (Ontario) are quoted at from $1.50 to $1.75. Ontario tomatoes are much lower being quoted this week at $1.75 per 11 qts. as against $2.75 last week. California pears are also reduced, and are selling at $4.25 to $4.50.

Produce and Provisions—		
Butter, creamery, per lb.	0 26	0 27
Butter, dairy, No. 1, 20c; No. 2	0 15	0 18
Cheese, per lb.	0 15¾	0 15⅞
Eggs, fresh, per doz.	....	0 15
Lard, 3's, per case	....	7 30
Lard, 5's, per case	....	7 25
Lard, 10's, per case	....	7 20
Lard, 20's, each	....	2 35
General—		
Beans, Ontario, per bushel	2 00	2 50
Beans, Austrian	....	2 65
Coffee, whole roasted, Rio	....	0 17
Potatoes, per bushel	....	1 00
Rolled oats, 20's	....	0 53
" " bail	....	2 35
Flour, 98's, $2.75; rolled oats, 80's	....	1 00
Rice, per cwt.	....	3 90
Sugar, standard, gran., per cwt.	....	5 37
Sugar, yellow, per cwt.	....	4 87
Canned Goods—		
Apples, gals., case, $1.61-$1.91, doz.	....	3 82
Corn, standard, per 2 dozen	....	2 21
Peas, standard, per 2 dozen	2 00	2 05
Plums, Lombard	2 10	2 21
Peaches	....	2 91
Strawberries and raspberries	....	4 20
Tomatoes, standard, per dozen	....	2 65
Salmon, Sockeye, 4 doz. case, 1s	9 60	9 85
Red springs, 1s	....	7 [illegible]
Coboes, 1's, $5.50; hump back, 1's	....	3 60

NEW BRUNSWICK MARKETS

By Wire.

St. John, July 30.—Dealers are greatly interested in the outcome of the European trouble as to its effect on markets. Already sugar is influenced. Ontario flour is lower by 15 cents, but Manitoba is yet unchanged. Advices say it will be higher if anything. One miller in the city this week says expectations for Manitoba are higher. Provision market is firm. American pork is higher at $25 to $27. Domestic is unchanged. Red spring salmon is higher at $7.85 to $8.10. Dealers look for advances on other grades. New cheese is dropping, price now being 13¼c to 14c. Butter and eggs are about the same, supplies lessening in butter with haying season on. Native vegetables are improving. There are better supplies in all except potatoes. It is said there are not two dozen barrels of old potatoes in St. John. Price is up to $3, while new stock is $1.50 a bushel.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.	....	0 17
Beef, barrel	23 [illegible]	25 00
Beef, corned, 1 lb.	2 55	2 75
Beef, corned, 2 lb.	4 25	4 85
Pork, American clear, per bbl.	25 00	27 00
Pork, domestic, per bbl.	....	29 50
Butter, dairy, per lb.	0 21	0 22
Butter, creamery, per lb.	0 25	0 26
Cheese, new, lb.	0 13¼	0 14
Eggs	0 22	0 24
Lard, compound, per lb.	0 11¼	0 11¾
Lard, pure, per lb.	0 13¾	0 14¼
Flour and Cereals—		
Cornmeal, gran.	....	5 50
Cornmeal, ordinary, bags	....	1 80
Flour, Manitoba, per bbl.	....	6 45
Flour, Ontario, per bbl.	....	5 65
Rolled oats, per bbl.	....	5 40
Oatmeal, standard, per bbl.	....	5 95
Fresh Fruits and Vegetables—		
Lemons, Messina, box	3 50	4 00
Oranges, Val., case	4 00	5 50
Potatoes, barrel, old	....	3 00
Potatoes, new, bushel	....	1 50
Sugar—		
Standard granulated	4 60	4 70
United Empire	4 50	4 60
Bright yellow	4 40	4 50
No. 1 yellow	4 10	4 20
Paris lumps	5 30	5 60
Salmon—		
Red Spring, per case	785	8 10

WEEKLY CONFERENCE.

(Continued from page 27)

Then think how attractive nice biscuits look on the table when the appetite is not very active; when meats and heavy foods are not wanted at every meal of the day.

"What is nicer for picnics than some good biscuits? What helps better in serving ice cream or cooling drinks after a game of tennis or a round on the links? I tell you there is a big business to be done in fancy biscuits during the summer if the people are properly educated.

"Then where there are children there is nothing better to give them than a biscuit. The kids when they are playing all day long want to eat when they are hungry and often they have not yet been trained to meal times. The best way is to give them a bite when they are hungry and they will appreciate a good biscuit."

Keep Stocks Fresh.

Tom Pepper had said nothing, but he was turning over in his mind the question of displays and when he got a chance he passed a question over to Sanderson which gave him a new line to talk upon.

"This brings up the whole question of taking care of the stock," he said. "The factory supplies sanitary tin boxes with glass fronts which can be used to make an attractive display, but even in these boxes the stocks should not be kept too long. Purchases should not be made too heavily and a change in stock should be made as often as convenient; this is to keep the stocks fresh. I would never advise placing the tins in the window when there would be a chance of the sun reaching them there; the stock should be kept at an even temperature so far as possible, but the tins can be piled so as to make an attractive display inside and then some of the houses have sample cases of the harder biscuits which could be placed in the window if necessary.

"We can always help out with advertising material of an attractive nature in hangers, etc., to be placed in the stores."

Billy Sanderson left the conference feeling that he had made an impression—and he had. After he left the members of the staff talked over what he had given them and generally agreed that they had gained a lot of valuable information—and information of which they could make use.

FLOUR and CEREALS

European War May Have Effect on Flour and Cereals

Should Hostilities Become General Prices Would Be Forced Up—Apart From This, Flour and Cereals Are Quiet—Mill Feeds Continue in Strength.

MONTREAL.

FLOUR.—There is considerable speculation as to what effect the European situation and the war may have upon the flour market where already the price of wheat has advanced. Opinions of millers are that the influence is not likely to be more than a general one unless countries are drawn into the mix-up which import directly from Canada or unless there should be a conflict of the proportions to esriously affect the world flour situation. Just at present the fact remains that a much more important influence in the Canadian flour market than the war talk is the scarcity of mill feeds which is likely to offset any slight action in the price of wheat. Mills are having their troubles to fill orders for feeds and prices remain very firm although there has been a slightly easier tendency with regard to bran.

Manitoba Wheat Flour—	Per bbl.
First patents	5 60
Second patents	5 10
Strong bakers'	4 90

Flour in cotton sacks, 10 cents per barrel more.

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	5 25	5 50
90 per cent.	4 90	5 10
Straight roller	4 70	4 90
Blended flour	4 85	5 25

CEREALS.—Week has seen no change in this market. Volume of business is only fair but prices may be expected to remain firm while there is trouble brewing in Europe.

Cornmeal—	**Per 98-lb. sack**
Kiln dried	2 10
Softer grades	1 95
Rolled Oats—	**90's in jute**
Small lots	2 25
25 bags or more	2 15

Rolled oats in cotton sacks, 5 cents more.

Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.

Rolled wheat—	**100-lb. bbls.**
Small lots	2 85
Hominy, per 98-lb. sack	2 60

MILL FEEDS.—Situation remains firm although some small stocks of bran have been accumulating; prices are very strong and promise to continue so.

Mill Feeds—	Car lots, per ton
Bran	23 00
Shorts	25 00
Middlings	28 00
Wheat moulee	28 00
Feed Flour	33 00
Mixed, chop, ton	30 00
Crushed oats, ton	30 00
Barley, pot. 98 lbs.	2 75 3 00
Oat chop, ton	30 00
Barley chop, ton	30 00

TORONTO.

FLOUR.—This market does not indicate any more strength than a week ago. While wheat has taken an advance, but later declined again in Winnipeg, flour seems out of line for export and thus the easiness in the market. Late reports from the West do not augur well for a big yield although in many places it will be large, yet there is the fact that the United States crops are splendid. However, should the war zone be extended outside of Austria and Servia, it is difficult to say just what would happen to both flour and wheat.

Manitoba Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
First patent	5 70	5 50
Second patent	5 20	5 00
Strong bakers	5 00	4 80

Flour in cotton sacks, 10c per bbl. more.

Winter Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
Fancy patents	5 20	5 00
90 per cent.	4 80	4 60
Straight roller	4 70	4 50
Blended flour	5 05	4 65

ROLLED OATS.—Apart from some price-cutting in the rolled oat market there is no change. The situation is steady but not extra firm. However, the breaking out of war in Europe on any extensive scale would see an upward trend of prices.

Barley, pearl, 98 lbs.		4 50
Barley, Dutch pearl, 98 lbs.		4 75
Buckwheat grits, 98 lbs.	4 75	5 00
Corn flour, 98 lbs.		2 50
Cornmeal, yellow, 98 lbs.	2 30	2 45
Graham flour, 98 lbs.		2 70
Hominy, granulated, 98 lbs.	2 50	2 60
Hominy, pearl, 98 lbs.	2 50	2 60
Oatmeal, standard, 98 lbs.	2 50	2 65
Oatmeal, granulated, 98 lbs.	2 50	2 65
Peas, Canadian, boiling, bush.	2 00	2 25
Peas, split, 98 lbs.	3 35	3 45
Rolled oats, 90-lb. bags	2 30	2 40
Rolled wheat, 100-lb. bbl.	3 15	3 30
Rye flour, 98 lbs.	2 75	3 00
Wheatlets, 98 lbs.	2 90	3 10
Whole wheat flour, 98 lbs.		2 50

MILL FEEDS.—The heavy demand for mill feeds is maintaining the strength of this market. Millers are kept on the jump filling orders for certain feeds, the prices of which have been well maintained all season.

Mill Feeds—	Mixed cars, per ton	
Bran	23 00	25 00
Shorts	25 00	27 00
Middlings	27 00	28 00
Wheat moulee	28 00	30 00
Feed flour, per bag	1 55	1 60

WINNIPEG.

FLOUR AND CEREALS. — Recent advance in price of wheat should affect flour market, but so far there is no talk of it. Cereal market rather slow just now. Advance in price of flour would, no doubt, stimulate flour sales. Manufacturers declare retailers have been waiting for months for change, and this has affected business worse than in any previous year.

THE CIGAR CORNER

No. 4.

Keeping Cigars Moist.

When it is remembered that the tobacco leaf hankers after water, and that the cigar is made from this leaf, it only requires a little thought to appreciate why moisture is necessary for its preservation. The tobacco manufacturer takes great pains to see that his cigars are in good condition before leaving his plant, and goes to the expense of a humidor, to maintain a certain degree of moisture.

When cigars reach the store of the grocer he should see that they are properly kept until they have reached the consumer. Dealers' views vary as to the best method of doing this. There is, however, no doubt that a silent salesman or a showcase is one of the first requirements. To keep the cigars moist in this is then the question. Some use a sponge soaked in water for this purpose, but others claim that this is unsatisfactory because of the fact that a sponge soon dries out, and, if it is not attended to regularly, the case is apt to be very dry just when you think it is in the proper condition. It is held, too, that when a wet sponge goes into the case it makes the interior too moist at first and gradually throws off all the moisture.

Students in the handling of this line advise the use of a brick which has been well soaked in water and placed in moistened sand. This they claim will hold the moisture a long time and will dispense it throughout the case with a much greater degree of regularity than the wet sponge.

Dealers should, therefore, take these two things into consideration if the best satisfaction is to be secured. First, see that the cigars are kept where a draft will not strike them, and, secondly, use a brick moistened in sand placed in the case to prevent them from drying out. Service is what is chiefly required, and if the grocer can give his patrons as good a cigar as the tobacconist and in just as good condition, he is going to get more of the cigar business.

FRUIT & VEGETABLES

New Potato Prices Dropping; Lemon Market Promises Firmness

Canadian Potatoes Arriving By Car Load From Some Places—Big Tomato and Cucumber Yield Looked for—Cherries Have Been an Abundant Crop.

MONTREAL.

GREEN FRUITS.—Market is not so brisk as might be looked for and prices are not low enough to offer encouragement to heavy consumption. The strawberry season is just about over, although some nice stock is still being received from Nova Scotia for the fancy trade. The raspberry season continues but there is not an over plentiful crop and the prices are continuing high. A reduction is noted in lemons, but oranges are inclined to be somewhat firmer at higher prices. Canadian cherries are still coming plentifully; there has been a good demand for cherries at the reasonable prices prevailing.

Apples—		
No. 1 Winesaps, box	....	3 00
California, basket	1 75	2 00
Bananas, crate	2 00	2 50
Grapefruit, 54-64-80-96 size, case	5 00	5 50
Cocoanuts—		
100 to 150 size	....	4 25
Lemons, Messinas—		
Extra fancy, 300 size	4 50	5 00
Fancy, 300 size	....	4 25
Choice, 300 size, bags	....	4 00
Limes, small boxes	....	1 25
Oranges—		
California, late Valencia, 176-200-216-250	....	4 00
California, 126-150 size, box	....	3.75
California, 80 and 96 size, box	....	3 50
Pineapples—		
24 size	....	4 75
30 size	....	4 25
Canadian strawberries, per box (qts)	0 16	0 18
Raspberries, per box	0 15	0 16
Blueberries, 22 qut. boxes	....	2 50
California cantaloupes, per crate of about 45	....	5 50
Watermelons, each	....	0 50
Peaches, per box	1 50	1 75
Plums, per crate	2 50	2 75
Apricots, per crate	....	2 00
Cherries, California, box	....	3 00
Pears, California, half box	....	2 75
Pears, Cal., box	3 00	3 25
Canadian cherries, per basket	....	0 90

VEGETABLES.—There has been less change in the prices in this market during the past week, although local grown supplies have been a little more free. Some old potatoes are still being quoted at $1.75 the bag and new Canadian varities are going at $2 and $2.25; there are easier quotations for imported stocks, which are now going as low as $4 the barrel. Jersey tomatoes have taken a drop in price, but for the Ontario grown there is no reduction and if anything the prices are firmer.

Asparagus, Canadian, basket	....	1 75
Beans, wax, hamper, Canadian	....	2 75
Beans, green, hamper, Canadian	....	2 50
Beans, native, bushel, 17-20 lbs.	1 50	1 75
New beets, doz.	....	0 75
Cabbage, per dozen	....	1 00
Cabbage, new, per bbl.	....	2 00
Carrots, new, doz.	0 40	0 50
Cauliflower, native, doz.	1 50	3 00
Wash. celery, per doz.	1 50	1 75
Cucumbers, baskets	....	2 00
Cucumbers, dozen	....	0 75
Celery, bunch	1 00	1 25
Egg plant, per dozen	2 50	3 00
Lettuce, head, per doz.	....	0 50
Curly lettuce, per box, 3 to 4 doz.	....	0 50
Mushrooms, basket, 4 lbs.	....	2 50
Onions—		
Spanish, per case	....	5 00
New Egyptian, per lh.	0 05½	0 06
Native, per doz. bunches	0 30	0 40
Parsnips, new, per doz. hunches	....	3 00
Parsley, Canadian, per doz. bunches	0 50	0 60
Peas, native, hushel, 17-20 lhs.	1 00	1 25
Peppers, green, 3½ qt. basket	....	0 75
Potatoes—		
New potatoes, Virginia, harrel	4 00	4 75
Canadian, old, bag	1 50	1 75
" new, bag	2 00	2 25
Potatoes, new, sweet, Jersey, hpr.	....	2 50
Radishes, per doz. hunches	0 25	0 35
Rhubarh, dozen	0 15	0 25
Spinach, Montreal, in hoxes	....	0 50
Sour grass, per box	1 00	1 25
Turnips, Quebec, hag	....	1 50
Turnips, Canadian, hag	....	1 00
Tomatoes, Mississippi (4-bkt. crate)	....	1 50
Tomatoes Jersey, bushel crates	1 50	1 75
Tomatoes, Ontario, basket	....	1 25

TORONTO.

FRUITS.—It is pretty difficult to give any uniform price on domestic fruits and vegetables these days, or prices that will last from one week's end to another. With supplies varying from day to day and even during the day, the changes cannot be followed rapidly enough. Red raspberries sold at the beginning of the week from 11 to 13 and black at from 8 to 12. They have been fairly plentiful. Cherries have been a big crop and the prices comparatively low, red, a basket, being around 35 to 40 cents. Currants, gooseberries, cantaloupes, blueberries, watermelons have also occupied their share of the stage. The lemon market holds firm, supplies being none too heavy, and the weather in Italy none too favorable. The demand too has been good. Practically all the lemons of the present season are on the way and after they have been taken up there will be no more until November.

Apricots	1 75	2 00
Bananas, per bunch	1 50	2 00
Blueberries	1 00	1 40
Cantaloupes, crates	....	5 00
Cocoanuts, sack	....	3 75
Grapefruit, Florida, case	4 00	4 50
Oranges—		
California late Valencias	....	3 50
Oranges, M. sweets	....	3 00
Lemons, Verdilla	4 50	5 00
Limes, per 100	....	1 25
Lawtonberries, per box	0 13	0 15
Pineapples, Cuba, case	3 50	3 75
Plums, box	1 50	2 00
Pears, California, hox	....	4 00
Peaches, crate	1 50	1 75
Peaches, Georgia, 6-basket crate	....	2 50

VEGETABLES.—Domestic vegetables are arriving in such varying quantities that they too change the complexion of the market over-night. New Canadian potatoes are arriving in car load quantities from around Sarnia and a few other Western Ontario points and have practically crowded out the imported. Old New Brunswick are also off the wholesale market. During the past six weeks some 250 car loads of new potatoes came in from Virginia and Maryland to satisfy the demand on this market. Tomatoes are arriving more freely and from now on we may expect some lower prices. Both tomatoes and cucumbers are a good crop this year.

Beets, Canadian, new, doz. bunches	....	0 15
Beans, Canadian, hasket	0 15	0 30
Cabbage, Canadian, crates	1 00	1 50
Cabbage, Canadian, bush.	0 40	0 60
Carrots, Canadiau, new, doz. bunches	....	0 25
Cauliflower, crate	....	1 50
Cucumbers, Canadian hothouse, bkt.	0 40	0 60
Celery, doz.	....	0 35
Lettuce, doz.	0 15	0 30
Mushrooms, per lb.	0 60	0 75
Onions—		
Green, doz.	0 10	0 15
Green, long, hox	....	1 50
Texas onions, 50-lh. crate	....	3 50
Spanish, big, crate	....	5 00
Green peppers, basket	0 30	[illegible]
Potatoes, new bhl.	....	3 50
New, Canadian, per bag	....	1 50
Peas, Canadian, hasket	0 25	0 50
Parsley, hasket	0 25	0 50
Rhubarh, per dozen	....	0 30
Spinach, Canadian, hush.	0 40	0 50
Tomatoes, hothouse, basket	....	1 50
Tomatoes, Canadian, hasket	0 40	0 50
Radishes, Can., per doz.	....	0 25
Watermelons	0 40	0 60

WINNIPEG.

GREEN FRUITS.—Early grapes are expected in shortly from Ontario. Cherries for preserving are available at 60c basket. Fancy eating cherries are selling at $2 for 10 lb. cases. Preserving plums are expected in a week or so. Hood River strawberries off the market, so are wine saps and grape fruit. Fresh California peaches bring $1.40, plums $2. Raspberries, practically over, are selling $3.50 per crate. Business is only fair, and not as good as other years.

Apples—		
Fresh Cal.	....	2 50
Bananas, lb.	....	0 04½
Cherries, preserving, hasket	....	0 60
Cherries, fancy, 10-lb. cases	....	2 00
Grapefruit, 54-64-80 size, case	....	5 00
Lemons—		
California	....	7 00
Messina	....	6 00
Melons, per dozen	....	7 00
Oranges—		
California Valencias	....	3 75
Peaches, fresh, Cal.	....	1 40
Plums, fresh, Cal.	....	2 00
Raspherries, per crate	....	3 50

VEGETABLES.—Little new on the market, and experiencing good steady demand. New potatoes selling $1.50 bushel, cucumbers $1.20 per doz. Michigan celery is bringing $1.75 case. Old Southern potatoes and Florida tomatoes off the market. California tomatoes are quoted at $1.25 per case. Turnips per cwt. are bringing $2.50. California onions, 100 lb. sacks, selling $5.50.

Asparagus, doz.	....	1 50
Beets, new, bag	....	3 50
Cabbage, Mississippi, crate	....	3 00
Carrots, new, lb.	....	0 04
Celery, Mich., case	....	1 75
Cucumbers, extra fancy, hothouse, doz.	....	1 20
Green peas, lb.	....	0 12½
Green pepper, crate	....	5 00
Head lettuce, Minnesota, hampers	....	3 50
Head lettuce, Cal., crate	....	4 50
Leaf lettuce, doz.	....	0 25
Onions—		
Cal., 100-lb. sacks	....	5 50
Parsley, per doz. bunches	....	0 40
New potatoes, per bush.	....	1 50
Potatoes, old, Southern, hush	....	1 50
Radishes, doz.	....	0 25
Tomatoes, Cal., case	....	1 25
Turnips, new, cwt.	....	2 50
Shallots, per doz.	....	0 80

PRODUCE & PROVISIONS

Stiffer Butter Market Likely; Cooked Meats Remain Firm

Price of Butter Firming Up in Country—Pure Lard on the Weak Side, but Compound is Strong Owing to Firmness in Oils—All Eggs Being Produced Going Into Consumption.

MONTREAL.

PROVISIONS.—Some improvement in demand for provisions has been noted, and this applies particularly to prepared meats where business has been stimulated by hot weather. Prices for breakfast bacon are firmer, and have gone up a cent at top of range. Demand for lard continues weak, and this is particularly true with regard to the supplies of pure.

		Per lb.
Hams—		
Medium, per lb.	0 18	0 19
Large, per lb.	0 17½	0 18
Backs—		
Plain, bone in	....	0 2[illegible]
Light, per lb.	....	0 19
Boneless	....	0 25
Peameal	....	0 26
Bacon—		
Breakfast, per lb.	0 18	0 19
Roll	....	0 17
Shoulders, bone in	....	0 15
Shoulders, boneless	....	0 16½
Cooked Meats—		
Hams, boiled, per lb.	....	0 27
Hams, roast, per lb.	0 26	0 27
Phoulders, boiled	....	0 26
Shoulders, roasted	....	0 27
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	....	0 15½
Long clear bacon, 80-100 lbs.	....	0 14½
Flanks, bone in, not smoked	....	0 15½
Barrelled Pork—		Per bbl.
Heavy short cut mess	....	27 50
Heavy short cut clear	....	27 50
Clear fat pork	....	27 00
Clear pork	....	26 50
Lard, Pure—		Per lb.
Tierces, 375 lbs. net	....	0 12
Tubs, 50 lbs. net	....	0 12¼
Boxes, 50 lbs., net	....	0 12¼
Pails, wood, 20 lbs. net	....	0 12½
Pails, tin, 20 lbs. gross	....	0 12
Cases, 10-lb. tins, 60 in case	....	0 12¾
Cases, 3 and 5-lb. tins, 60 in case	....	0 13
Bricks, 1 lb. each	....	0 13¼
Lard, Compound—		
Tierces, 375 lbs., net	....	0 10¼
Tubs, 50 lbs., net	....	0 10½
Boxes, 50 lbs., net	....	0 10½
Pails, wood, 20 lbs., net	....	0 10¾
Pails, tin, 20 lbs., gross	....	0 10¾
Cases, 10-lb. tins, 60 in case	....	0 11½
Cases, 3 and 5-lb. tins, 60 in case	....	0 11½
Bricks, 1 lb. each	....	0 12
Hogs—		Per cwt.
Dressed, abattoir killed	12 75	13 00

BUTTER.—Prices for butter have advanced ½ to ¾ cent on better demand and some purchases for export. After easing off for some time, quotations finally got to the place where shipments could be made to Bristol, and where the West was beginning to take interest, but so soon as exporting commenced the higher prices put things out of line again, and situation is very unsettled.

Butter—		
Finest creamery, new milk	0 26	0 26½
Dairy butter	0 20	0 2[illegible]

CHEESE.—Market seems to be pretty much in hands of bulls and bears, and future is a matter of speculation. On one hand, while there are those who claim that situation is very weak and that exporters have covered themselves fully, the fact remains that on the primary markets old prices hold. The outlook, however, would indicate a downward trend for new make. Old cheese is being rapidly closed out, and the prices are fractionally higher, with the top of the range moved up a cent.

Cheese—		
New make	0 14½	0 15
Old specials, per lb.	0 16	0 17
Stilton	....	0 17

EGGS.—Reduced receipts of eggs and a shortage of strictly fresh supplies have put additional strength into market, and result has been that prices have advanced 2c for strictly new-laid and 1c each for selects and No. 1's.

		Per dozen.
Eggs, case lots—		
New laids	....	0 29
Selects	....	0 26
No. 1s	....	0 24
Splits	0 20	0 22

HONEY.—Arrival of new stock appears to be about only thing of interest in sight in the honey market, and this should take place in a week or so. Little interest is displayed in the reported shortage of clover honey, for reason that it is felt that there is plenty of stock now on hand to meet demand without new crop at all.

	White Clover per lb.	Buckwheat per lb.
Honey—		
Barrels	0 11½	0 08
Tins, 60 lbs.	0 12	0 09
Tins, 30 lbs.	0 12½	0 10
Tins, 5 and 10 lbs.	0 12½	0 10
Comb, 13-14 oz. section	0 20	0 15—0 16

POULTRY. — Shipments being received are light, and prices continue high and firm. Of course, the volume of business is small compared with the cold weather season, and this applies particularly to the retail trade, but in the specialty lines there is found a demand quite up to the supply.

POULTRY.

	Live.	Dressed.
Fresh stock—		
Broilers, per lb.	0 20—0 22	....—0 23
Ducks, milk fed	0 16—0 18	0 18—0 19
Fowl	0 15—0 17	0 16—0 18
Geese	.....	0 15—0 16
Turkeys, spring	.....	....—0 23
Turkeys, old Tom	.....	....—0 23
Milk fed chickens, lb.	.....	0 20—0 23
Milk fed broilers, lb.	.....	0 25—0 28

TORONTO.

PROVISIONS.—Local provision men are selling considerable quantities of cooked meats these days in view of the warm weather. While prices do not show much change, there is a tinge of firmness attached to the market when compared with the situation of a week ago. This applies particularly to hams and cooked meats. Pure lard is a shade easier, but compound holds firm. One of the reasons for the latter is the fact that the oils used for manufacturing are rather high in price.

Hams—		
Light, per lb.	0 18	0 18½
Medium, per lb.	0 18	0 18½
Large, per lb.	0 16	0 16½
Backs—		
Backs, per lb.	0 22	0 23
Boneless, per lb.	0 24	0 25
Pea meal, per lb.	0 23	0 24
Bacon—		
Breakfast, per lb.	0 18	0 19
Roll, per lb.	0 14½	0 15
Shoulders, per lb.	0 14	0 14¾
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 14	0 14½
Cooked Meats—		
Hams, boiled, per lb.	0 26	0 27
Hams, roast, per lb.	0 26	0 27
Shoulders, boiled, per lb.	0 22	0 23
Shoulders, roast, per lb.	0 22	0 23
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	27 50	28 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 11½	0 11¾
Tubs, 60 lbs.	0 11¾	0 12
Pails, 20 lbs., per lb.	0 12¼	0 12½
Tins, 3 and 5 lbs., per lb.	0 12¾	0 13
Bricks, 1 lb., per lb.	0 13¼	0 14
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09¾	0 10¼
Tubs, 50 lbs., per lb.	0 10	0 10½
Pails, 20 lbs., per lb.	0 10¼	0 11
Hogs—		
F.O.B., live, per cwt.	....	8 50
Live, fed and watered, per cwt.	8 65	8 90
Dressed, per cwt.	11 75	12 25

BUTTER.—The butter market is a shade firmer this week, although at the time of going to press there is no higher quotable change. However, there seems to be every possibility that before next week butter will be quoted at least a cent higher to the retail trade—that is, if present indications hold good. One dealer showed Canadian Grocer a letter from a shipper in the country stating that he would have to charge him a cent more for the next shipment. Butter, too, is firmer in Quebec on the Cowansville market.

Butter—		
Creamery prints, fresh made	0 24	0 26
Separator prints	0 22	0 23
Dairy prints, choice	0 20	0 21
Dairy, solids	0 19	0 20

EGGS.—Here the egg situation is about the same as a week ago. Practically all eggs being produced are going into consumption, and there seems to be sufficient to go around. Wholesalers are enforcing the loss off system and paying for eggs according to quality. This means that a considerable premium is being paid for strictly new-laid guaranteed stock. Unfertile eggs are also being sought for, and dealers seem willing to pay even a little extra for them. Retail merchants would be doing their farmer customers a favor to advise them of this, as it would certainly mean more money for them. The price of "trade" eggs varies more than what the following quotations would indicate. Some have this variety and would take even 17 cents for them. Almost anything at all would carry away "splits," as it is found to be rather difficult to sell them at any price.

		Per dozen.
Eggs, case lots—		
Strictly new laid, in cartons	0 27	0 28
Selects	0 25	0 26
Straights	0 23	0 24
Trade eggs	0 19	0 20

HONEY.—Trade in old honey remains quiet, and apparently there are large quantities being held. The new stuff is commencing to arrive on the market, but it is not creating much of a flurry in view of the heavy hold-over.

Honey—		
Clover, bbls., per lb.	0 09¼	0 09½
60 30-lb. tins, per lb.	0 09¾	0 10¼
10 6-lb. tins, per lb.	0 10½	0 11
Buckwheat, bbls.	0 06½	0 07
Buckwheat, tins	0 07	0 07½
Comb	1 75	2 00

CHEESE.—Apart from a shade easiness, there is no change in the cheese market. Although Canadians are consuming more cheese than ever, we are not sending so much to the Old Country in view of the competition from New Zealand and other countries. This has the tendency to put Canadian prices above an export basis.

Cheese—		
Old, large	0 16¼	0 17
Old, twins	0 16¼	0 16½
New, large	0 13¾	0 14¼
New, twins	0 14	0 14½

POULTRY.—It is a little early yet for things to be moving lively in poultry, but next month, when chickens begin arriving more rapidly, business will pick up. Prices are holding firmly.

Fresh Stock—	Live.	Dressed.
Fowl	0 13	0 14
Spring chicken, lb.	0 22	0 25
Turkeys, young	0 15	0 18
Turkeys, old Tom	0 13	0 15
Ducklings	0 13	0 15

WINNIPEG.

PROVISIONS.—Past two weeks showed considerably firming up, smoked and cooked meats experiencing a good sale. Look for steady increase in prices quoted until probably November 1. Lard firmed up, and as cooler weather approaches, the demand will be heavier.

Cured Meats—	
Hams, per lb.	0 21
Shoulders, per lb.	0 13
Bacon, per lb.	0 26
Long clear, D.S., per lb.	0 14
Mess pork, bbl.	28 00

Lard—	
Tierces	0 10½
Tubs, 60s	5 37
Pails, 20s	2 22
Cases, 5s	6 82
Cases, 3s	6 90

BUTTER.—Last week showed considerable firming up in price of creamery butter and considerable buying in dairy. Prices are somewhat inflated temporarily.

Butter—		
Creamery, Manitoba		0 27
Dairy	0 19	0 24
Cooking	0 12	0 16

CHEESE.—Prices about the same; market firm. Merely a gamble to predict future prices.

Cheese—		
New, large	0 15½	0 16
New, twins	0 15½	0 16

EGGS.—Firmer tone due to receipts dropping off, and a big percentage of checks and rots. From now on look for gradual increase in price.

Eggs—		
Extra first		0 24
Checks		0 17
Extras, in cartons		0 27

The Bad Egg Question Again

Montreal, July 30.—(Special).—A meeting of the egg dealers at Montreal was held in the Board of Trade recently to further the movement for better eggs. They are co-operating to fight the stand taken by a number of country dealers and producers who maintain that the old "case count" in which good and bad eggs are indiscriminately loaded on the city dealer, should prevail.

Frequent reference was made at the meeting to the annual meeting of the Canadian Produce Association, held in Toronto last April, with dealers from all parts of Canada present. The meeting here was even more enthusiastic than the Toronto gathering, and after several speakers had been heard the following agreement was signed by all present:—

"We the undersigned egg dealers of the city of Montreal, pledge and agree among ourselves that commencing July 13th we will not buy any eggs, either direct or through buyers, except on a 'loss off' basis. It is understood that 'loss off' means black and red rots, spots, and all eggs unfit for food."

The following dealers, representing every important house in the egg business in Montreal, were present and signed the agreement: Gunn, Langlois & Co., Ltd.; James Dalrymple & Sons, The Whyte Packing Company, Ltd.; Swift Canadian Company, Ltd.; William Davies Company, Ltd.; Standard Dairy Company, J. A. Villancourt, W. Champagne, Lunham & Graham, Matthews, Ltd.; C. Lapierre, Ingersoll Packing Co., Ltd.; James Alexander, Ltd.; A. Leduc & Co., Ltd.; Bell, Simpson & Co., E. E. Wallace, Z. Limoges, and Brand Farmer New Laid Egg Company.

John S. Porter and J. W. Marcelaus, representatives of the live stock branch of the Dominion Government, were present and addressed the meeting. Mr. Porter explained to the meeting the experiences which he had met with at different points in his travels between Prince Edward Island and Windsor, and how the bad egg problem could be solved if the buyers in the large distributing centers would simply put their foot down and refuse to buy eggs except with the rotten and bad eggs eliminated.

This system has proven decidedly unfair to the farmers and other producers who have taken pains to market good, clean, fresh eggs, they receiving very little encouragement, by way of premium, for the interest and care they are taking in their effort to raise the standards of Canadian food products.

THE PRESERVATION OF EGGS.

The extension department of the University of Saskatchewan has issued the results of a series of experiments in egg preservation carried on by Professor Shutt, of the Central Experimental Farm, Ottawa. This work, extending over a period of seven years and involving as it did the trial of twenty-five different preparations, has convinced him of the superority of lime water over all the preservatives tested.

Concerning the preparation of lime water, Professor Shutt says:—"The solubility of lime at ordinary temperatures is 1 part in 700 parts of water. Such a solution would be termed 'saturated lime-water.' Translated into pounds and gallons this means 1 lb. of lime is sufficient to saturate 70 gallons of water. However, owing to the impurities in commercial lime it is well to use more than is called for in this statement. If freshly burnt quick lime can be obtained, 1 pound to 5 gallons (50 pounds) of water will be ample, and the resulting lime water will be thoroughly saturated. The method of preparation is simply to slake the lime with a small quantity of water and then stir the 'milk of lime' so formed into 5 gallons of water. After the mixture has been kept well stirred for a few hours it is allowed to settle. The clear liquid above which is now 'saturated lime-water' is drawn off and poured over the eggs which have previously been placed in a crock, butter tub, candy pail or other suitable container.

"As exposure to air tends to precipitate the lime (as carbonate) and thus to weaken the solution, the vessel containing the eggs should be kept covered. The air may be excluded by a covering of sweet oil, or by sacking upon which a paste of lime is spread. If after a time there is any noticeable precipitation of the lime, the water should be drawn or siphoned off and replaced with a further quantity newly papered.

"If many eggs are to be preserved, a large quantity of lime-water may be prepared at one time in a tub or barrel and used as required, provided it be not kept exposed for too long a period. Since lime is very cheap, and there is no danger of making the lime-water too strong, one could safely use twice or three times as much lime as is indicated above, if there is any question as to its strength or freshness."

People Realize

more than ever before the economy of using Macaroni. It is a healthful, nutritive food which can be served in a hundred and one tempting ways.

A Stock of L'Etoile (Star) and Hirondelle (Swallow) Brands of Macaroni

with a few excellent recipes will enable you to increase your sales of Macaroni. These brands give you a larger profit, as they are made in Canada. There is no import duty to share your profits.

People are asking for L'Etoile and Hirondelle Brands because our extensive advertising campaign in newspapers, posters, etc., is educating them to its value.

Get a stock to-day of this Canadian-made Macaroni.

C. H. CATELLI, Ltd.
MONTREAL

AGENTS

C. C. MANN - - - Toronto
J. HUNTER WHITE - St. John, N.B.
TEES & PERSSE, Ltd. - Winnipeg

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

COOK'S FRIEND BAKING POWDER.

In Cartons—	
No. 1 (25c size), 4 doz.	$ 2 25
No. 1 (25c size), 2 doz.	2 25
No. 2 (10c size), 6 doz.	0 80
No. 2 (10c size), 3 doz.	0 80
No. 3 (5c size), 4 doz.	0 45
In Tin Boxes—	
No. 13, 1-lb., 2 doz.	3 00
No. 14, 8-oz., 3 doz.	1 75
No. 15, 4-oz., 4 doz.	1 10
No. 16, 2½ lbs.	7 25
No. 17, 5 lbs.	14 00

ROYAL BAKING POWDER.

Sizes	Per doz.
Royal—Dime	$ 0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—when packed in barrels one per cent. disconnt will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5c tin, 40c per doz.; 4-oz. tin, 65c per doz.; 6-oz. tin, 90c per doz.; 8-oz. tin, $1.20 per doz.; 12-oz. tin, $1.60 per doz.; 16-oz. tin, $2.25 per doz.; 3-lb. tin, $5 per doz.; 5-lb. tin, $9.50 per doz.

FOREST CITY BAKING POWDER.

6-oz. tins	$ 0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$ 0 17
In 10-lb. lots or case	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

100 books and over, each	0 03½
500 books to 1,000 books.	0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, $3.00.
The King's Food, 2 doz. in case, per case, $4.80.
White Swan Barley Crisps, per doz., $1.
White Swan Self-rising Buckwheat Flour, per doz, $1.
White Swan Self-rising Pancake Flour, per doz., $1.
White Swan Wheat Kernels, per doz., $1.50.
White Swan Flaked Rice, $1.
White Swan Flaked Peas, per doz., $1.

DOMINION CANNERS.

Aylmer Jams.	Per doz.
Strawberry, 1912 pack	$2 15
Raspberry, red heavy syrup	2 15
Black Currant	2 00
Red Currant	1 85
Peach, white, heavy syrup	1 50
Pear, Bart., heavy syrup	1 77½

Jellies.

Red Currant	2 00
Black Currant	2 20
Crabapple	1 65
Raspberry and red currant	2 00
Raspberry and gooseberry	2 00
Plum jam	1 55
Green Gage plum, stoneless	1 55
Gooseberry	1 85
Grape	1 55

Marmalade.

Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	2 00
Ginger	2 20

Pure Preserves—Bulk.

	5 lbs.	7 lbs
Strawberry	0 69	0 95
Black currant	0 69	0 95
Raspberry	0 69	0 95

14's and 30's per lb.

Freight alowed up to 25c per 100 lbs.

Strawberry	0 69	0 95
Black currant		0 13
Raspberry		0 13

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb	0 35
Soluble, bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Grasp the opportunity now—as the Western Market is readjusting itself. Manufacturers and Shippers can place their lines before the trade to most excellent advantage.

We offer you an unexcelled service for the handling and disposing of your lines. Our thorough knowledge of Western trade conditions, gained through years of experience, enables us to give you a superior service at lowest cost.

Our large staff of travellers are on the job daily—they sell your goods.

Seven large track warehouses offer ample storage and shipping facilities. Let us tell you more about our service.

NICHOLSON & BAIN Wholesale Commission Merchants and Brokers

HEAD OFFICE: WINNIPEG, MAN.

Branches: Regina Saskatoon Edmonton Calgary Lethbridge Vancouver

A tip on the side, Mr. Grocer

Did it ever occur to you that you can make more money selling Malcolm's lines of Condensed Milk and Condensed Coffee than any other line on the market? Malcolm's lines of Milk and Coffee are making new and satisfied customers every day. For quality and deliciousness they are unsurpassed. Our Condensed Coffee, with milk and sugar added ready for use, is a seller from the start. No other brand can equal it for flavor.

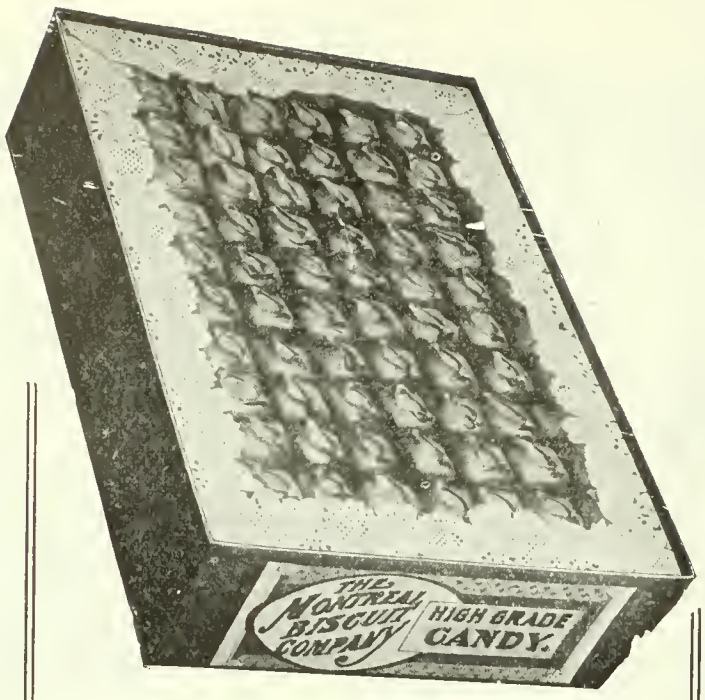
PRICES:

St. George Brand Coffee, 2 doz. in case	**$4.80**
St. George Evaporated Milk, 4 doz. in case	**3.60**
Banner Condensed Milk, 4 doz. in case	**5.25**
Princess Condensed Milk, 4 doz. in case	**4.50**
Premier Machine Skimmed, 4 doz. in case	**3.80**

Order them from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax. We will prepay freight up to 50c. per 100 lbs.

Malcolm's Condensing Co.

St. George, Ontario



"BORDO" Chocolates

The Pulling Flavor
The Good Profit

When you are offered a confection that has the pull that "Bordo" has and with it a good round 60% profit, then you are wise to look into it—wise, not alone from the profit standpoint but from the standpoint of customer satisfaction and continued demand.

"Bordo" represents only one confection, a chocolate with the distinctly different flavor, rich and creamy.

Liberal sample sent on request. Write to-day.

THE
Montreal Biscuit Co.
"Makers of Sweets That Satisfy"
Montreal

Unsweetened Chocolate.

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate— Per lb.	
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb. boxes	0 20
Diamond, 6's and 7's, 6 and 12-lb. boxes.	0 25
Diamond, ¼'s, 6 and 12-lb. boxes	0 26
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½ lb. packages, 2 doz. in box, per doz.	0 90
Chocolate Confections Per lb.	
Maple buds, 5-lb. boxes	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonparell wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 4 bars per box	0 85

EPP'S.

Agents—F. E. Robson & Co., Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ¼, ½, and 1-lb. tins, 14-lb. boxes, per lb.	0 35
10c tins, 3 doz. in box, doz.	0 90

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N. B.; J. A. Taylor, Montreal; P. Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Nut milk breakfast cocoa, ¼'s and ½'s	0 36
Nut milk, No. 1 chocolate.	0 30
Nut milk Navy chocolate, ½'s	0 26
Nut milk Vanilla sticks, per gr.	1 00
Nut milk Diamond chocolate, ½'s	0 24
Nut milk plain choice chocolate liquors	20 30
Nut milk sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1, chocolate, ¼ and ½-lb. cakes, 34c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins., 39c. lb.; German's sweet chocolate, ⅛ and ¼-lb. cakes, 6-lb. boxes, 24c lb.; Caracas sweet chocolate, ½ and ¼-lb. cakes, 6-lb. boxes, 32c lb.; Cinquieme sweet chocolate, 1-5-lb. cakes, 6-lb. boxes, 21c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked cocoa, ½-lb. pkgs., 6-lb. bags, 31c lb. Caracas tablets, 5c cartons, 40 cartons to box, $1.25 per box; Caracas tablets, 5c cartons, 20 tons to box, 65c.

The above quotations are f. o.b. Montreal.

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved—	Per case.
Eagle Brand, each 4 doz.	$ 6 00
Reindeer Brand, each 4 doz.	6 00
Silver Cow Brand, each 4 doz.	5 40
Gold Seal Brand, each 4 doz.	5 25
Mayflower Brand, each 4 doz.	5 25
Purity Brand, each 4 doz.	5 25
Challenge Brand, each 4 doz.	4.50
Clover Brand, each 4 doz.	4 50
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each, 4 doz.	4 50
Peerless Brand, tall, each 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each 2 doz.	4 25
St. Charles Brand, gallons, each ½ doz.	4 75
"Reindeer" Coffee and Milk, "large," each 2 doz.	4 80
"Reindeer" Coffee and, Milk, "small," each 4 doz.	5 50
"Regal" Coffee and Milk, each 2 doz.	4 50
"Reindeer" Cocoa and Milk, each 2 doz.	4 80

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN BLEND.

1-lb. decorated tins, lb.	0 35
Mo-Ja, ½-lb. tins, lb.	0 32
Mo-Ja, 1-lb. tins, lb.	0 30
Mo-Ja, 2-lb. tins, lb.	0 30

Presentation (with tumblers) 28c per lb.

MINTO BROS.

MELAGAMA BLEND.

Ground or bean—	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 38

Packed in 30's and 50-lb. case.
Terms—Net 30 days prepaid.

FLAVORING EXTRACTS.

SHIRRIFF'S.

Quintessential.

1 oz. (all flavors), doz.	1 05
2 oz. (all flavors), doz.	2 00
2½ oz. (all flavors), doz.	2 30
4 oz. (all flavors), doz.	3 50
5 oz. (all flavors), doz.	4 50
8 oz. (all flavors), doz.	6 50
16 oz. (all flavors), doz.	12 00
32 oz. (all flavors), doz.	22 00

Discount on application.

CRESCENT MFG. CO.

Mapeleine—	Per doz.
2-oz. bottles (retail at 50c)	4 50
4-oz. bottles (retail at 90c)	6 80
8-oz. bottle (retail at $1.50)	12 50
16-oz. bottles (retail at $3)	24.00
Gal. bottles (retail at $30)	15 00

RICE

WE SHIP DIRECT

From mill to retailer

NO MIDDLE HANDLING
NO LOSS FROM WASTE
RAT NUISANCE AVOIDED
RICE ALWAYS FRESH

Through Wholesaler

It is very evident the great benefit derived from our plan of co-operation, which assists both retailer and wholesaler, in the end means more satisfactory sales for us.

Our plan is to ship the fresh rice, ordered through the wholesaler, direct to the retail grocer. This avoids extra handling by the wholesaler, gives him the use of extra space in his warehouse and gives the retailer his rice in good condition, fresh and clean and shipped promptly. Rice is an economical substitute for meat, and with the cost of meat going up, it will fill a big demand for a highly nutritious staple food to help lower the cost of living.

Push Mount Royal Rice and increase your volume of profitable business.

Mount Royal Milling & Mfg. Co.

D. W. ROSS CO., Agents, MONTREAL

—makes the baking good

When the housewife uses **Forest City** Baking Powder the result is light, fine-grained, tasty baking.

To the dealer it means a satisfied customer and continued patronage.

Forest City has been a home favorite for over 25 years.

Stock and Display.

Gorman, Eckert & Company

LIMITED

London Ontario

Western Selling Agents
Mason & Hickey, Winnipeg

Cooked Hams

This is the Season for Cooked Meats. Are you cultivating this trade on your provision counter? You will find it both profitable and attractive. Let us send you particulars.

F. W. FEARMAN CO., Limited
Hamilton, Ont.

We put quality in the soap, not in premiums.

Wonderful Soap
Crystal Soap Chips

These are steady-selling, customer-creating, trade-building lines that every dealer should handle. In efficiency, strength and purity, they are unsurpassed.

Wonderful Soap and Soap Chips are thorough, rapid and easy in their operation. The quality is in the Soap.

We pay freight on five-case lots.

Let us send you quotations.

The Guelph Soap Company
GUELPH, ONTARIO

SUMMER FRUITS

Cantaloupes
Genuine Sweet Deckers
California Pears
Plums

Finest Georgia Peaches
In 6-Basket Crates

Watermelons New Potatoes
Lemons Oranges Limes

and a full assortment of local Fruits and Vegetables

Importers from All Parts of the World

WHITE & CO., Limited, Toronto

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 11¼
Tubs, 60 lbs.	0 11½
Pails, 20 lbs.	0 .0¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case..	0 11¼
Cases, 5 lbs., 12 to case ..	0 11½
Cases, 10 lbs., 6 to case ..	0 11

F. O. B. Montreal.

MARMALADE.

SHIRRIFF BRAND.
"SHREDDED."

1 lb. glass (2 doz. case)	$1 90	$1 80
2 lb. glass (1 doz. case)	3 20	3 30
4 lb. tin (1 doz. case) .	5 50	5 25
7 lb. tin (½ doz. case)	8 60	8 25

"IMPERIAL SCOTCH."

1 lb. glass (2 doz. case)	$1 60	$1 55
2lb. glass (1 doz. case)	2 80	2 70
4 lb. tin (1 doz. case)	4 80	4 65
7 lb. tin (½ doz. case)	7 75	7 50

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins.
D. S. F., ¼-lb.	$1 40
D. S. F., ½-lb.	2 50
D. S. F., 1-lb.	5 00
F. D., ¼-lb.	0 85
F. D., ½-lb.	1 45
	Per jar.
Durham, 4-lb. jar	0 75
Durham, 1-lb. jar	0 25

VERMICELLI AND MACARONI

C. H. CATELLI CO., LIMITED.

Hirondelle Brand.
Prices for Quebec.

	1 lb. pkgs.	Loose.
Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Animals, Stars, Alphabets, Small Paste Assorted, 30 lbs., cases....	7	6½
Egg noodles, case 10 lbs., loose; cases 60 pkgs., ½ lb. each	7½	7

Marguerite Brand.

Same assortment as above	6½	6

Catelli Brand.

Vermicelli, Macaroni, Spaghetti, 30 lbs. (loose)	5½
30 lb. cases, 1 lb. pkgs.	5½

Terms, Net 30 days.

Ontario.
L' ETOILE (STAR) BRAND.

Freight Prepaid.

1 lb. pkg., 25 cases or more	.07½
1 lb. pkg., less than 25 case lots	07½
5 lb. box, loose, per lb...	.05½
10 lb. box, loose, per lb. ..	.05½
21 lb., loose, long, per box	1.50

Terms net 30 days.

JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz 1 80

Straight.

Lemon, contains 2 doz. ...	1 80
Orange contains 2 doz.	1 80
Strawberry, contains 2 doz.	1 80
Chocolate, contains 2 doz. .	1 50
Cherry, contains 2 doz. ..	1 80
Peach, contains 2 doz. ...	1 80

Weight, 8 lbs. to case, Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz 2 50

Straight.

Chocolate contains 2 doz..	2 50
Vanilla contains 2 doz.	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz. ...	2 50
Unflavored contains 2 doz..	2 50

Weight 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.

3 dozen to box	3 60
6 dozen to box	7 20

30 days.

RICHARDS' PURE SOAP.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naphtha as a free premium.

Richards' Quick Naptha Soap.

GENUINE. Packed 100 bars to case.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$5 90
Five cases or more	4 95

STARCH.

THE CANADA STARCH CO., LTD., EDWARSBURG BRANDS
and
BRANTFORD BRANDS.

Boxes.	Cents.
Laundry Starches—	
40 lbs., Canada Laundry...	.06
40 lbs., Boxes Canada white gloss 1 lb. pkgs.	.06½
48 lbs., No. 1 white or blue, 4 lb. cartons	.07
48 lbs., No. 1 white or blue, 3 lb. cartons	.07
100 lbs., kegs, No. 1 white.	.06½
200 lbs., bbls., No. 1 white.	.06½
30 lbs., Edwarsburg silver gloss, 1 lb. chrome pkgs.	.07½
48 lbs. silver gloss, in 6-lb. tin canisters	.08
36 lbs., silver gloss 6-lb. draw lid boxes	.08
100 lbs., kegs, silver gloss, large crystals	.07
28 lbs., Benson's Satin, 1-lb. cartons, chrome label ...	.07½
40 lbs., Benson's Enamel (cold water), per case ..	3 00
20 lbs. Benson's Enamel (cold water), per case ..	1 50
Celluloid—boxes containing 45 cartons, per case	3 00
Culinary Starch.	
40 lbs. W. T. Benson & Co.'s prepared corn	.07½
40 lbs. Canada pure corn starch	.06
(120-lb. boxes ¼c higher.)	
Casco Potato Flour, 20-lb. boxes, per lb.	.10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.	.60
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.....	.06½
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	.07
Barrels, 200 lbs.	.06½
Kegs, 100 lbs.	.06½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lbs.	.07½
8 in case	.07¾
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case ..	.08
Kegs, extra large crystals, 100 lbs.	.07
Canadian Electric Starch—	
Boxes containing 40 fancy pkgs., per case	3 00
Celluloid Starch—	
Boxes containing 45 cartons, per case	3 60
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.06
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.07½
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	.07½
(20-lb. boxes ¼c higher than 40's.)	

Our Billboard advertising is turning housewives' business to the dealer who sells "Lawrason's" Snowflake

The large, colored, impressive "Lawrason" Snowflake Billboard posters are delivering their silent message to housewives from Ontario to the Western Provinces.

Automatically, these conspicuous, attention-drawing posters are inducing housewives to use this great labor and money-saving cleansing medium in their houses.

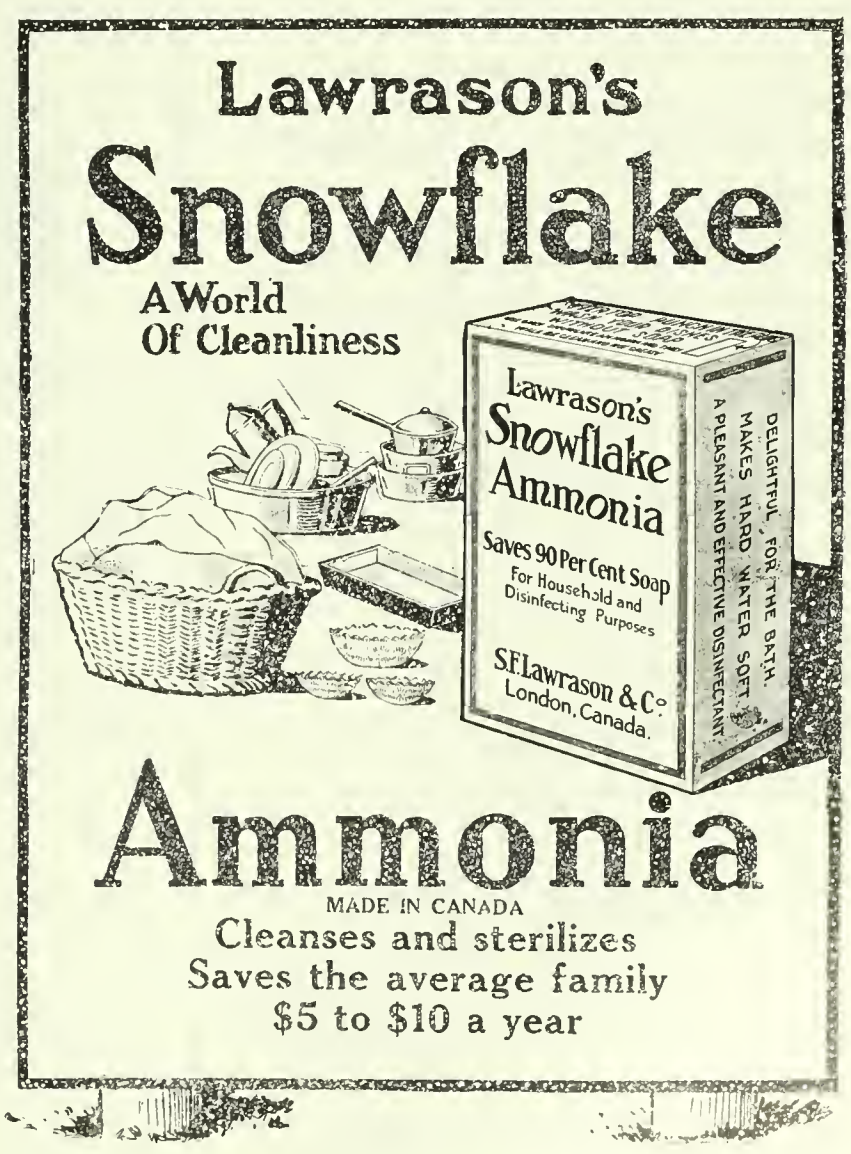
One trial puts it in strong with the housewife. The quick and easy cleansing and superior disinfecting qualities are immediately appreciated, and with the regular call for **Lawrason's Snowflake Ammonia** comes the call for other lines.

Put a display in your window or on your counter to-day, and link up with the big billboard campaign.

It is a money-making proposition for you. Ask your wholesaler for prices.

S. F. Lawrason & Company
London, Canada

For Bath luxury there is nothing like "Lawrason's" Snowflake (Antiseptic) Bath Powder and Water Softener. A moderate-priced, quick-selling line.



Fish—the most wholesome summer food

Why not supply your customers with the high quality Brunswick Brand Sea Foods? They are the select of the fishermen's catch and are prepared in the most modern factories on the Atlantic coast.

Our aim has always been to co-operate with the wholesale and retail grocers and to give the consumer a good article at a fair price.

Look over your stock, Mr. Grocer, and see what "Brunswick" lines you are short. Here is a list of our leaders:

¼ Oil Sardines,

¾ Mustard Sardines,

Kippered Herring,

Herring in Tomato Sauce,

Finnan Haddies
(Oval and round tins)

Clams,

Scallops.

Connors Bros., Limited

Black's Harbor, N.B.

OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack., 4 doz. per case, $4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, $3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, $3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case; $4; Ocean Borax, 8 oz. pack., 4 doz. per case, $1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, $3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, $3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, $6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, $6.50; Ocean Baking Powder, 4 oz. pack., 4 doz. per case, $3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, $1.60; Ocean Baking Powder, 5 lbs. tin, 10 tins per case, $7.50; Chinese Washing Powder, 8 oz., 120 pack, per case, $4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, $6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, $4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, $4; Ocean Liquid Blue, pint bottles, 2 doz. per case, $1.80; Petrolatum, 2 oz. jars, 12 doz. per case, $5.40; Petrolatum, 5 oz. jars, 6 doz. per case, $5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz. per case, $7.20.

SOUPS—CONCENTRATED

CHATEAU BRAND.

Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli, Consomme, Tomato.

No. 1's, 95c per dozen.
Individuals, 45c per dozen.
Packed 4 dozen in a case.

COW BRAND BAKING SODA.

In boxes only.
Packed as follows:

5c packages (96)	$3 20
1 lb. packages (60)	3 20
½ lb. packages (120)	3 40
1 lb. 30 ½ lb. 60 } Packages, Mixed.	3.30

SYRUP.

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case	2 50
5-lb. tins, 1 doz. in case	2 85
10-lb. tins, ½ doz. in case	2 75
20-lb. tins, ¼ doz. in case	2 70
Barrels, 700 lbs.	3½
Half barrels, 350 lbs.	3¾
Quarter barrels, 175 lbs.	4
Pails, 38½ lbs.	1 95
Pails, 25 lbs. each	1 35

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case	2 05
5-lb. tins, 1 doz. in case	3 20
10-lb. tins, ½-doz. in case	3 10
20-lb. tins, ¼ doz. in case	3 05

(5, 10 and 20-lb. tins have wire handles.)

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case	4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s, Tins, 2 doz. to case.

Quebec, per case	$1 35
Ontario, per case	1 50
Manitoba, per case	2 30
Saskatchewan, per case	2 60
Alberta, per case	2 70
British Columbia, per case.	2 40

DOMOLCO BRAND.

2s, Tins, 2 doz. to case.

Quebec and Ontario, per case	2 95
Manitoba, per case	3 40
Saskatchewan, per case	3 65
Alberta, per case	3 75
British Columbia, per case.	3 55

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles 3 and 6 doz. cases, doz.	0 90
Pint bottles, 3 doz., cases, doz.	1 75

H. P.

	Per doz.
H. P. Sauce—	
Cases of 3 dozen	1 90
H. P. Pickles—	
Cases of 2 doz. pints	3 25
Cases of 3 doz. ¼-pints.	2 20

STOVE POLISH.

JAMES DOME BLACK LEAD.

2a size, gross	2 50
6a size, gross	2 40

NUGGET POLISHES.

	Doz.
Polish, Black and Tan	0 35
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleanser	1 15

TOBACCO.

IMPERIAL TOBACCO COMPANY.

(Empire Branch)

Black Watch, 6s ½ butts, 9 lbs., boxes 5 lbs.	0 45
Bobs, 5s, ½ cads, 12 lbs., ¼ cads., 6 lbs.	0 39
Bobs, 10s, ½ butts, 12 lbs., ¼ cads., 6 lbs.	0 39
Currency, 5s, ½ butts, 9 lbs., boxes 6 lbs.	0 39
Currency Navy, 10s, ½ cads, 12 lbs., boxes 6 lbs.	0 39
Stag Bars, 5 1-3s, ½ butts, 12 lbs., boxes 6 lbs.	0 39
Old Fox, 10s, ½ butts, 12 lbs., boxes 6 lbs.	0 40
Pay Roll, thick, 7½s, ½ butts, 10 lbs., boxes 5½ lbs.	0 59
Pay Roll, thin, 7½s, ½ butts, 10 lbs., boxes 5 lbs.	0 59
Pay Roll, 7½s, ½ cads, 12 lbs., ¼ cads, boxes 6½ lbs.	0 59
Shamrock bars, 6 2-3s, ½ butts, 12 lbs., boxes 6 lbs.	0 50
Empire, 6s, cads 15 lbs., ¼ cads, boxes 6 lbs.	0 44
Empire, 12s, cads 15 lbs., ¼ cads, boxes 6 lbs.	0 44
Ivy, 7s, butts, 17 lbs., ½ butts, 8½ lbs.	0 50
Great West, 8s	0 59
Regal, 9s,	0 70
Starlight, 7s, ½ butts, 8½ lbs.	0 50

TEAS.

THE SALADA TEA CO.

East of Winnipeg.

	Wholesale.	R't'l.
Brown Label 1s and ½s	.25	.30
Green Label, 1s and ½s	.27	.35
Blue Label, 1s, ½s, ¼s, and ⅛s	.30	.40
Red Label, 1s and ½s	.36	.50
Gold Label, ½s	.44	.60
Red-Gold Label, ½s	.55	.80

LUDELLA.

In 30, 60 and 80-lb. cases.

Black, Green or Mixed.

Blue Label ½s	0 21
Blue Label, 1s	0 20
Orange Label, 1s	0 23
Orange Label, ½s	0 24
Brown Label 1s and ½s	0 23
Brown Label, ¼s	0 30
Green Label 1s and ½s	0 35
Red Label, ½s	0 40

UPTON'S KETCHUP

is steadily making friends for itself.

A friend made is always retained—because it is absolutely the best value on the market.

Write us for prices or ask your jobber.

THE T. UPTON CO. Limited

Factory at Hamilton,

Sales Dept. at St. Catharines.

Fresh Arrivals

Every morning of all seasonable varieties of

Domestic Fruits and Vegetables

Full assortment also of all Imported Fruits.

Georgia Peaches, California Pears,
Cantaloupes—Crates and Deckers,
Oranges, Lemons, Bananas,
Watermelons.

THE HOUSE OF QUALITY

HUGH WALKER & SON

Established 1861

GUELPH and NORTH BAY

MOTT'S "Elite" Chocolate

is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—**MOTT'S**

Retails at 10 Cents per Cake.

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

Hot Weather Special

on

Brooms

only while they last.

4 String,	No. 100,	$3.00	line at	$2.40
4 "	" 200,	$3.20	"	$2.60
4 "	" 300,	$3.60	"	$3.00

Regular goods.

Walter Woods & Co.
Hamilton

For cold meat dishes

Nothing makes cold meat more appetizing than the piquant, delicious

(Paterson's)

Worcestershire Sauce

Your customers want just such an appetizer and you can best fill their needs with the high-quality "Paterson's."

You should stock and display now.

ROWAT & CO.

GLASGOW, SCOTLAND

CANADIAN DISTRIBUTORS:

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

ORANGE MARMALADE.

BANNER BRAND.

	Shipping Weight Doz.	Lbs.
12-oz. Glass Jars, 2 doz. to case	$1.00	33
Special Tumbler, 2 doz. to case	0.95	30¼
2-lb. Gold Lacquered Tins, 2 doz. to case	2.10	49
	Pail.	Lbs.
5-lb. Gold Lacquered Tins, 8 tins to case	0.42½	41
7-lb. Gold Lacquered Tins, 8 tins to case	0.59½	56

Freight prepaid up to 25c per 100 lbs. on five case lots and over.

MELAGAMA TEA.

MINTO BROS., LIMITED.

45 Front St. East.

We pack in 60 and 100-lb. cases. All delivered prices.

	Wholesale	Retail
Brown Label, 1-lb. or ½	.25	.30
Red Label, 1-lb. or ½	.27	.35
Green Label, 1s, ½ or ¼	.30	.40
Blue Label, 1s, ½ or ¼	.35	.50
Yellow Label, 1s, ½ or ¼	.40	.60
Purple Label, ¼ only	.55	.80
Gold Label, ¼ only	.70	1.00

JELLY POWDERS.

WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz..... $ 0.90

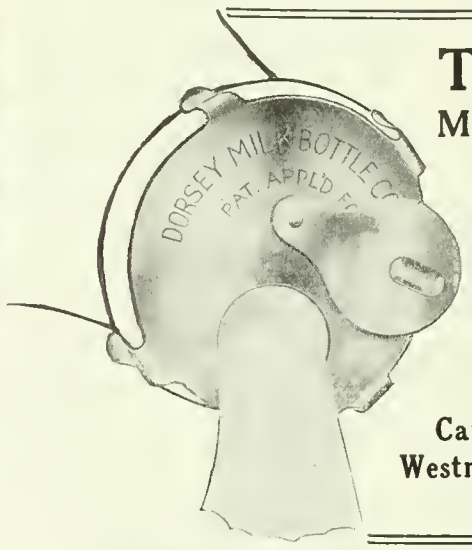
List Price.

"Shirriff's" (all flavors), per doz. 0 90

Discounts on application.

YEAST.

White Swan Yeast Cakes, per case 3 doz. 5c pkgs.. 1 15

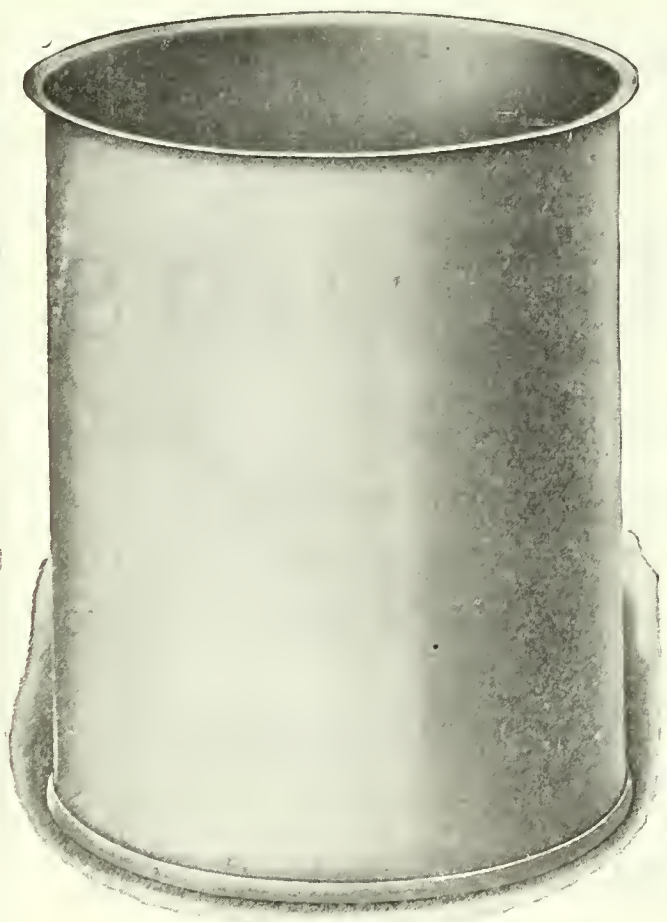


The Dorsey

Milk Bottle Cover

instantly converts any milk bottle into a covered milk pitcher. This cover is adjustable to any size milk bottle and entirely eliminates the constant removing and replacing of paper cover. No flies, dirt or odors can enter the milk. Dorsey covers retail at 10c. Send for sample and prices.

Canadian Sales Agency
Westmount Commercial Bdg.
Montreal



Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Co., Ltd.,

NIAGARA FALLS, ONT.

Are You Interested?

In Buying a Business,
In Selling a Business,
In Engaging a Clerk,
In Securing a Position,
In Securing a Partner,
In Disposing of Second-hand Fixtures,

Then you should use
Canadian Grocer's Classified Ad. Columns.

It should find for you among the progressive Grocers of Canada at **least one** individual who is on the lookout for just such a proposition that you have to offer.

CANADIAN GROCER reaches the retailer, the wholesaler, the manufacturer, the clerk and the traveller, just the men to whom you wish to sell or from whom you would buy.

No Other Paper Reaches
All These Men.

RATES:
(payable in advance)

2c per word, first insertion.
1c per word, subsequent insertions.
5c extra per insertion when replies are to be addressed c|o Canadian Grocer.

Canadian Grocer
143-153 University Ave., Toronto

Early Vegetables

Tomatoes, Celery, Lettuce, Radishes, Etc.

Fresh shipments arriving daily. Our prices are exceptional—let us quote. Prompt shipment assured.

Write, phone or wire.

LEMON BROS.
Owen Sound, Ontario

Ain't this great weather for

"St. Nicholas"

"The utmost in Lemons"

J. J. McCabe
AGENT
TORONTO, ONT.

Make every credit customer a "good-pay"

By introducing the **McCaskey Account System** into your business you convert the slow, irregular-paying credit customers into the "good-pay" class.

Without realizing it, your patrons are automatically induced to keep their payments regular. At each purchase the customer receives his "bill" showing the amount of his account in full. He knows and you know what is owing, and he is gently urged to payment before it runs to "more than he expected."

Credit business is profitable if controlled with a McCaskey. Only one writing is required — no trouble with monthly statements (which are frequently neglected or forgotten till after "pay day") The accounts are always totalled to the minute—payments can be made any time. In short, you have your entire credit business at your finger ends.

The McCaskey System is a marvel for simplicity, speed and accuracy—"First and still the best."

Why not investigate? A card will bring full information.

Dominion Register Co.
LIMITED

90-98 Ontario Street, Toronto, Canada

Trafford Park, Manchester, Eng.

THE LARGEST MANUFACTURERS OF CARBON-COATED SALES BOOKS IN THE WORLD

Showing Electric Recorder

Buyers' Guide

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

You Want This

Taylor's Prepared Mustard

IN JARS

Over 100 years of success. A great deal different and a great deal better. Royalty has used it.

Agents Wanted

H. P. Taylor, 14 Place Royale, Montreal

COMTE'S

Satisfaction and profits with every sale. We want more agents. Write

Augustin Comte & Co'y
Limited, P. O. Box 2963, MONTREAL

COFFEES

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal

WRITE TO
10 Garfield Chambers, Belfast, Ireland,
for Sample Copy of the

Irish Grocer, Drug, Provision and General Trades' Journal

If you are interested in Irish trade.

GRATTAN & CO., LIMITED
ESTD. 1825
The Orlginal Makers of

BELFAST GINGER ALE

Agents in Western Canada
EMERSON, BAMFORD CO.
842 Gamble Street VANCOUVER, B.C.

COMBINÉ BARRAL

Preparation for preserving freshness of eggs. A very simple process for preserving eggs from one laying season to another without losing any of their qualities.

REFERENCE AND CIRCULAR FREE.

Octavier Rolland, P.O. Box 2363, Montreal

HOLLAND RUSK

The common verdict of your customers after they have tried it: "There's only one thing just as good—More." Order a case from your jobber to-day.

HOLLAND RUSK COMPANY
HOLLAND, MICH.

KEEP POSTED ON SUGAR

Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write

SMITH & SCHIPPER CO., 138 Front Street, New York

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE, $2.00.

ALL ORDERS PAYABLE IN ADVANCE

MacLean Publishing Co.
145-149 University Ave., Toronto

When they ask for credit give them

ALLISON COUPON BOOKS

Please Them—Make Yourself Safe

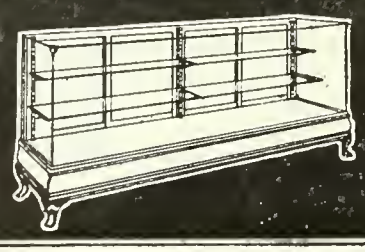
Don't let the credit customers put you out of business, as they have done many a man. Control the situation yourself—when a man wants credit give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass hooks, no charging, no time wasted, no errors, no disputes.

For sale hy the jobhing trade everywhere.

Manufactured hy

ALLISON COUPON COMPANY
Indianapolis, Indiana, U.S.A.

Before placing YOUR ORDER for **SHOW CASES, STORE FRONTS ETC.**



Write us for full particulars and estimates

KENT, SON & CO.
261 King St. West
TORONTO

This Page Is The Clearing House for Grocers' Wants

WHAT HAVE YOU TO SELL?

This page will find a market for that Coffee Mill you are not using quicker than any other medium, BECAUSE it goes into the hands and is read from cover to cover by practically every progressive Grocer between the Atlantic and the Pacific.

Try it out.

Talk across Canada for two cents a word

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word for first insertion, 1c for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rnle be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

COLLECTIONS

COLLECTIONS.—ACCOUNTS AND CLAIMS of every nature collected everywhere. Seud for free booklet C and forms. Commercial Collection Co.. 77 Victoria St., Toronto, Ont.

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WANTED—A GROCERY CLERK — ONE who can handle sign brush preferred. Steady position for the right man. Booze and cigarettes prohibited. Apply A. Ferguson, Port Arthur, Ont.

A PRACTICAL BUSINESS MAN, 18 YEARS' experience in the biscuit and confectionery trade in the cities of Quebec and Levis, Que., solicits representation of a first-class manufacturer of those lines. Best references. Address Adj. Gosselin, 155 3rd St., Limoilou, Que. (710)

A CANADIAN GENTLEMAN AT PRESENT managing tea, coffee and manufacturing department of a wholesale grocery in Southwestern States wishes similar position with a British Columbia firm. Can furnish best of Canadian and U.S.A. references. Have been connected with wholesale grocery business all my life and have filled every position from office boy to buyer. Write Box 53, Canadian Grocer, Toronto. (717)

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The Condensed Ads. in this Paper will bring good results

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FOR SALE—ONE COFFEE MILL, MEAT slicer, Stimpson computing scale, cheese cutter, all in first-class condition. A snap. Apply Box 389, North Battleford, Sask.

FOR SALE—AN ADVERTISEMENT UNDER this heading would be seen by practically every progressive grocer in the Dominion. This means that it will be read by the very man who is in need of such a coffee mill, cash register, cheese cutter, showcase, etc., that may be standing idle in your store, and which could be turned into money by an outlay of just two cents a word. See our rates above and send your ad. along to-day.

BUSINESS CHANCES

OPENING FOR GENERAL STORE AT Hubert, B.C., new town on main line Grand Trunk Pacific transcontinental railroad. Hubert is the trade center of the fertile Bulkley Valley, also supply point for great mining district. Train service bas started, station and side tracts built, post office established, and Government bridge over Bulkley River, connecting highways, completed. Trade is waiting for right man to establish general store. For detailed information write R. L. Gale, Deputy Mining Recorder, Hubert, B.C.

FOR SALE—THE STOCK AND FIXTURES of the largest and best equipped grocery and butcher business combined, on the best business corner in the progressive town of North Bay, Ont. Population about 14,000. This store did a cash business last year of over $90,000.00. Long lease. Good reasons for selling. Apply to Box 85, North Bay, Ont.

FOR SALE — CASH GROCERY BUSINESS. Splendid location. A particularly well-paying business. Turnover of $19,000 per year. Good reasons for selling. Apply Box 51, Canadian Grocer.

THE "WANT AD."

The "want ad." has grown from a little used force in business life into one of the great necessities of the present day.

Business men nowadays turn to the "want ad." as a matter of course for a hundred small services.

The "want ad." gets work for workers and workers for work.

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The "want ad." is the great force in the small affairs and incidents of daily life.

A Powerful Canadian Story

A new serial story has been started in the August issue of MacLean's Magazine that YOU will want to read. It is not often that you find a story that appeals to you in every way. This one will. It is strong, readable, clean—and Canadian.

There are three elements that are needed to make a good story—Adventure, Mystery, Love. "Twisting Trails" has them all. It has the convincing appeal of realism; it has plenty of action—not too much—a thrilling mystery that is not cleared up until the finish; a heroine who steps right out of the printed page and becomes to the reader a real, flesh-and-blood person. There is nothing of the taint of modern day fiction about this tale of Northern Ontario. Not complex in theme or doubtful in treatment. Just a strong narrative of a stirring series of adventures, told with all the charm and graphic power of this well-known young Canadian writer.

In fact, just the very type of story YOU like to read.

Rea Straine, the central figure of Pinkerton story "Twisting Trails."

"Twisting Trails"

The story of a fight for a gold mine

Robert E. Pinkerton's new story, "Twisting Trails," centers around a struggle for the possession of a valuable mine. Two pretty girls are introduced into the story and both become lost on the trail to the mine. Enter the villain, a detective, a college student; and the stage is set for a story that has the unusual attraction of being new—quite distinctly original, not an old theme rearranged and rewritten.

He writes of the life he knows

There's another reason why this story grips the interest from start to finish. The author is writing of the country and the life that he knows. Robert E. Pinkerton and his wife live in a six-room cabin, built entirely by himself, in the bush eight miles from Atikokan, Ontario. Their only means of communication with the outside world is by canoe in summer and dog-team in winter. There they work—for Mrs. Pinkerton is a successful writer and collaborates with her husband in all he does—free from the distractions of modern life, aided to true standards by close communion with Nature and their life in the open. They expect to live in the woods for the rest of their lives.

Mr. Pinkerton has out-Londoned Jack London. Newspaper reporter, editor, press agent, bull cook, Indian trader, trapper, guide, farmer, fisherman; he has been them all. All of which explains why Robert E. Pinkerton writes stories that are full of human interest, that breathe familiarity with life in all its phases. And which explains also why no one can afford to miss the opening installment of "Twisting Trails"—for the new serial is one of Mr. Pinkerton's very best pieces of work.

Send for a free copy of the August issue to-day. Clip out this coupon and address to MacLean Publishing Co., 143-153 University Ave., Toronto, Department F.

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Send free copy of August number of MacLean's Magazine to

Name .....

Address .....

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Three Big Staple Lines

RICE

This rice is an unusually fine quality imported direct from the English Possessions.

Four Grades

"Princess," 100-lb. bag $5.00
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We recommend "Victoria" Brand Rice as special value.

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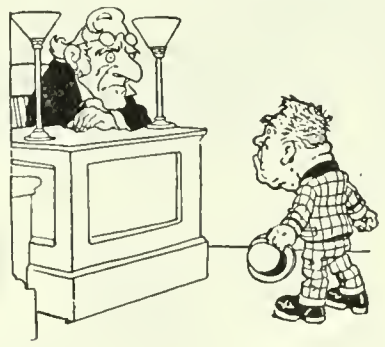
We are booking orders for delivery before October.

The quality is very good and prices are moderate.

Ask for samples and prices.



We invite our patrons to make use of our Complaint Department.

Laporte, Martin, Limitee

568 St. Paul Street - MONTREAL, Que.

Ye Billekin.

Prairie Flower.

Royal Lemon Sandwich.

These light P.F. Dainties are exceptional sellers

Their pleasing flavor hits the public taste. Wherever introduced they are a pronounced success. We use only high-grade ingredients and we originate the many popular designs and flavors.

Our biscuits reach your store, fresh and crisp. They are packed in hermetically sealed, air-tight tins. If you are looking for the popular sellers, send to any of our agents for price list and catalog.

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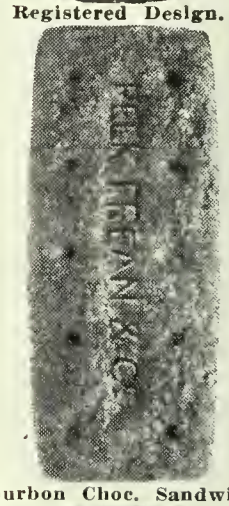
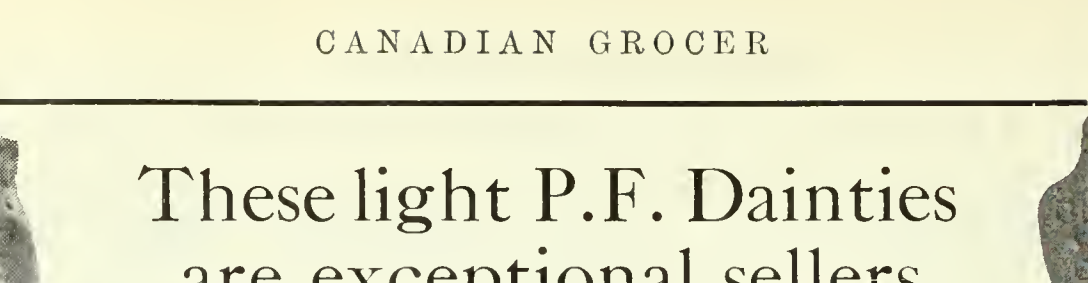


Bourbon Choc. Sandwich.

The Connaught.



The Bowser Red Sentry Pump means Pure Gasolene for the motorist and More Business for the grocer. We've taught the motorist to look for the Red Sentry and we've made a Red Sentry with electric bulb that will show a red light at night and look for the motorist. An automobile is like a wagon load of money rolling along and paying some out to each enterprising merchant. Get yours! We'll show you! A

BOWSER
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Outfit in your store means *increased sales* of gasolene and kerosene *accurately measured;* it cuts out the "guess" and keeps in the profit. It keeps your store clean and saves soiling your hands with measure and funnel; it measures gallons, half-gallons, quarts, pints and half-pints, and shows the price; it shows how much to give for "five cents' worth," how much to charge when you "please fill this can." Bowser and Oil Profits go together. Write for booklet "For Your Store." No obligation incurred.

S. F. BOWSER & COMPANY, Inc.

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Made by Canadian Workmen and Sold by Canadian Salesmen.
Sales Offices in all Centres and Representatives Everywhere.

Original patentees and manufacturers of standard, self-measuring hand and power driven pumps, large and small tanks, gasolene and oil storage and distributing systems, oil filtering and circulating systems, dry cleaner's systems, etc. Established 1885.

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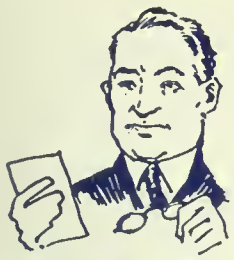

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An expert CREDIT MAN to give thorough information by which it is safe to grant credit.

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An expert ACCOUNTANT to give relief from drudgery over books and to keep accounts continually posted with perfect accuracy.

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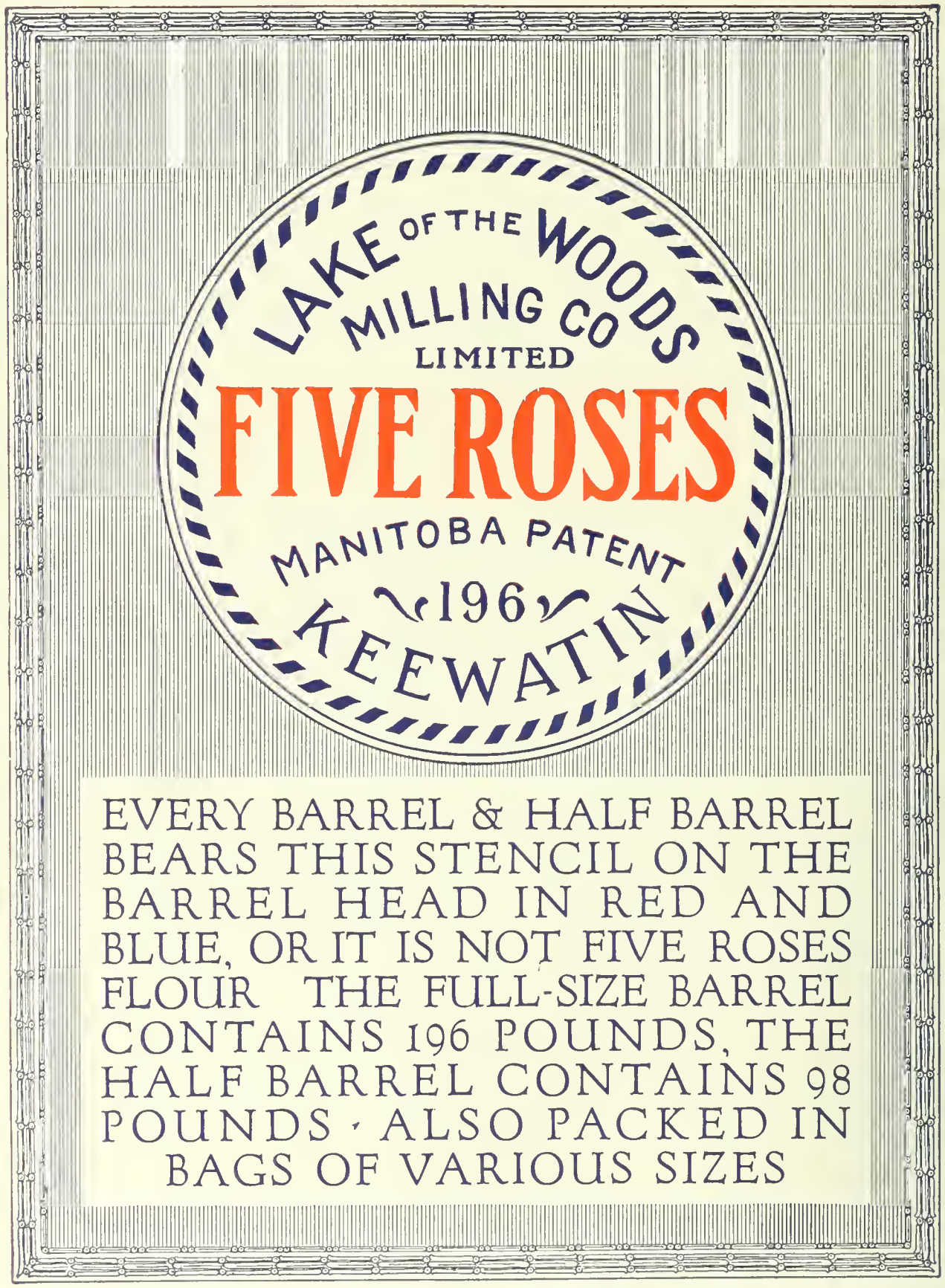
Your Wholesaler Carries Tuckett's.

Tuckett's Orinoco

Tucketts Limited

Hamilton, Ont.



EVERY BARREL & HALF BARREL BEARS THIS STENCIL ON THE BARREL HEAD IN RED AND BLUE, OR IT IS NOT FIVE ROSES FLOUR THE FULL-SIZE BARREL CONTAINS 196 POUNDS, THE HALF BARREL CONTAINS 98 POUNDS · ALSO PACKED IN BAGS OF VARIOUS SIZES

FEATURING WAR'S EFFECT ON GROCERY MARKETS

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVIII. PUBLICATION OFFICE: TORONTO, AUGUST 7, 1914. No. 32

Fruit preserved with St. Lawrence Sugar has superior keeping qualities

Do you know that the manufacturers of Jams and Preserves in Niagara Peninsula, the Fruit Garden of Canada, who put down tons and tons of fruit each year, use

100% PURE St Lawrence Sugar 100% PURE

(PURE CANE)

To use inferior quality of sugar would mean loss of the year's output.

"St. Lawrence" has been put to the test and it has made good. Your customers, the housewives who do their own preserving, will want just such a sugar. Sell St. Lawrence and ensure satisfaction.

You can get St. Lawrence in either fine, medium or coarse grain—it's best to carry the assortment. Look for the colored tags on the bags—Red for fine, Blue for medium, and Green for coarse.

Order your supply now—the preserving season is in full swing.

This is for you--- Get recipe books FREE

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Canadian Agents: J. W. Bickle & Greening (J. A. Henderson) **Hamilton, Ont.**

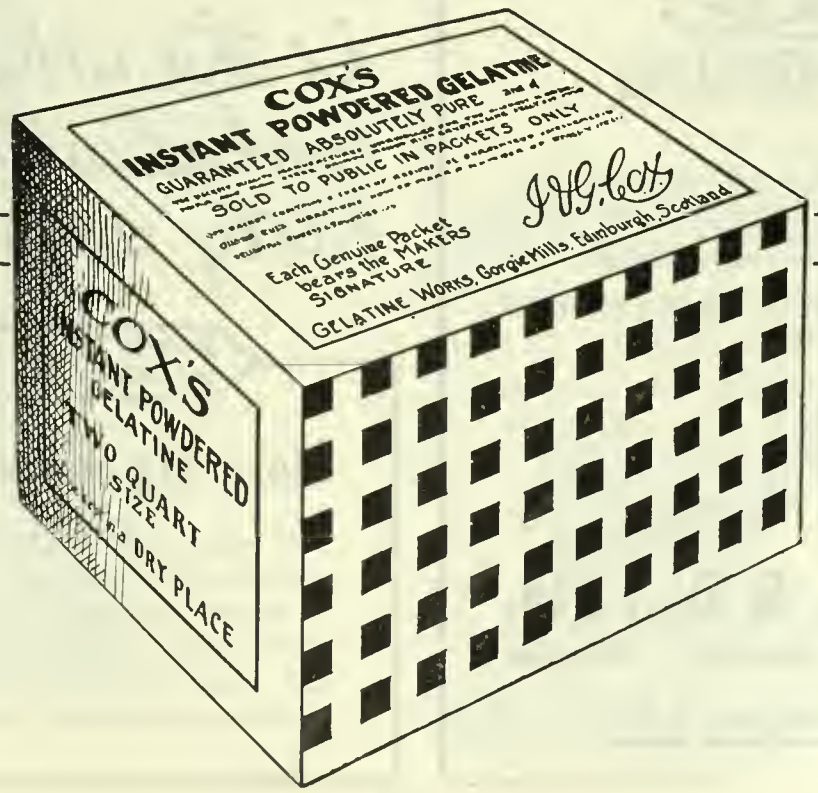
COX'S

the instant powdered gelatine made famous by its PURITY

COX'S GELATINE is the standard the world over. It commands an exceptionally large sale throughout Canada the year round; especially is it a big seller during the summer season.

COX'S makes the most delicious, instant jelly without any labor or fuss.

Suggest COX'S to your housewife patrons and solve the dessert problem for them.



YACHT CLUB SALAD DRESSI
20 OZ. NET WEIGHT
YACHT CLUB
TRADE MARK
SALAD DRESSING
AND
COLD MEAT RELISH.
UNEQUALLED FOR LOBSTER SHRIMP, CHICKEN AND ALL SALADS
PREPARED FROM THE BEST AND PUREST MATERIALS WILL KEEP GOOD IN ANY CLIMATE.
None genuine without above Trade Mark and Signature of
PACKED FOR
Tildesley & Co
CHICAGO, ILL.

YACHT CLUB SALAD DRESSING

A display of fresh vegetables that does not show Yacht Club Salad Dressing therewith is incomplete.

It's a welcome suggestion to the housewife.

It brings to mind the delicious salads that are so easy prepared with Yacht Club.

Fine flavored, satisfying, wholesome dishes, requiring little time and no labor in a hot kitchen, are growing in favor every day.

Recommend Yacht Club to your customers.

W. G. Patrick & Co., Ltd.

Montreal Toronto Winnipeg Vancouver

TILDESLEY & CO., CHICAGO, U.S.A.

Eating bread isnt the same thing as eating wheat because white flour does not contain all the wheat.

Now, whole wheat builds bone, muscle and nerve—

"FORCE"

TOASTED WHEAT FLAKES

is the whole wheat cooked with malt—its tasty as well as good

Made by The H-O Company, Hamilton, and Sold by good Grocers everywhere

More big newspaper publicity

This is another of the family of striking "FORCE" advertisements being liberally inserted in the papers of largest circulation throughout Canada. Please notice that "FORCE" advertising is persistent and consistent—it appears all year round in the newspapers that your customers read.

Customers say

"That's It"

when they see a display or if you show them a jar of E. D. S. Jam or Jelly.

The customers know the popular trade-mark because they have seen it advertised. Thus it is easy to make the first sale of E. D. S. fruit products.

The quality and pure fruit deliciousness brings them back for more. Stock today.

E D S

Made only by

E. D. Smith & Son

Limited

Winona, Ontario

AGENTS:

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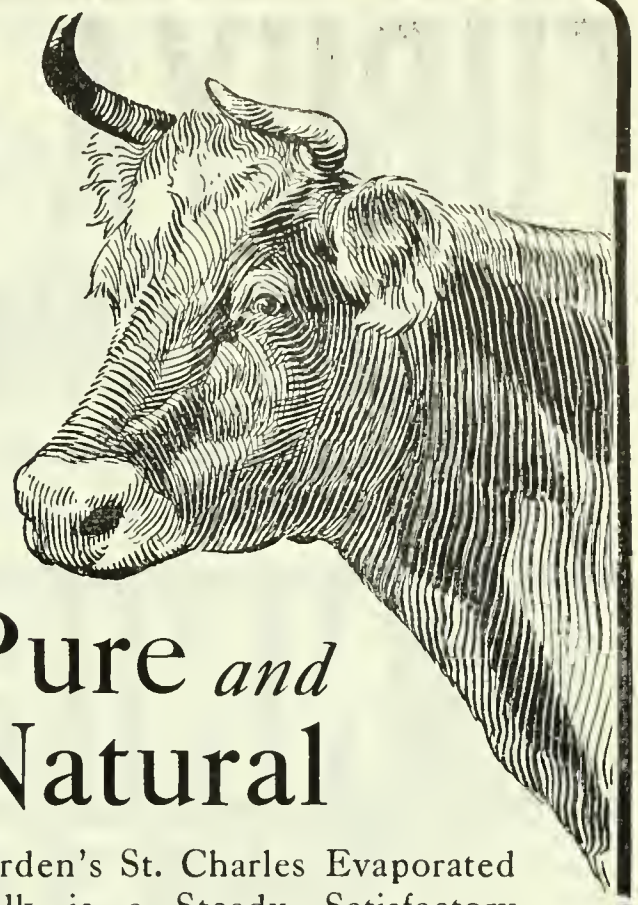

Pure *and* Natural

Borden's St. Charles Evaporated Milk is a Steady, Satisfactory Seller at all seasons

Borden's Evaporated Milks in either "St. Charles," "Peerless," or "Jersey" Brands, will please your customers by their natural milk flavor and rich, smooth creaminess. Only the highest grade pure milk is used in the making. The Borden process removes nothing from the milk except water and positively nothing is added. Borden Evaporated Milk is used for just as many purposes as raw milk, and you can be sure of a large and steady sale. Our sterilizing process insures its keeping qualities. Write for sample of our Recipe Book, which we'll mail to customers whose names you send us.

Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Building
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RENNIES SEEDS

PUREST-CLEANEST
MOST RELIABLE
GET CATALOGUE
AT BEST DEALERS
OR DIRECT
TORONTO - MONTREAL
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A store convenience — costs little — gives big service

Holds every size bag from ¼ to 10 lbs. Always ready. Saves time, space and waste of bags. Supply of bags is laid in the top; one by one is secured as required. The most practical bag holder made. You cannot afford to be without one. Write for Prices and detailed particulars.

For sale by all first-class jobbers or

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SALT, SALT, SALT,

All SALT and nothing but SALT

———positively not adulterated in any way. The best brine is pumped from our salt wells, after which it is evaporated and dried by the most up-to-the-minute processes, ensuring for your patrons fine, dry, even crystals. **Purity Salt** is the salt for all household purposes. **Purity Salt** should be handled by all quality dealers.

The WESTERN SALT CO., Limited

Courtright, Ontario

Continental Grocery Bags

Let the fame of the name be your guide in buying.

REPUTATION is not always "a bubble"—sometimes it is a very beneficial thing—

As witness the reputation (DOMINION WIDE), of the

Continental Grocery Bags

Here are bags whose PRESENT PERFECTION is the cumulative result of constant effort and perfect methods in manufacture. Let this well-won fame decide your choice of Bags, and you will "close the avenue of future regrets."

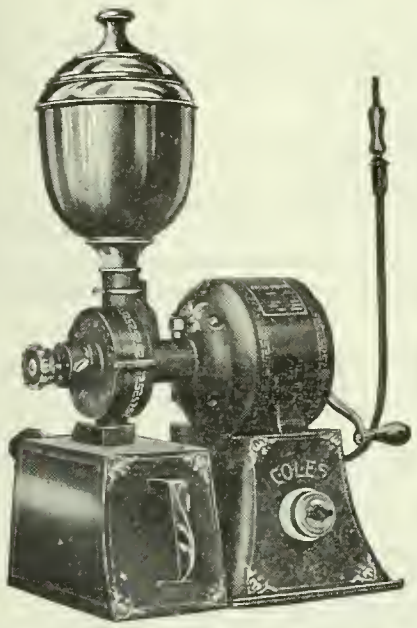
The Continental Bag & Paper Co., Limited

Manufacturers **Ottawa**

Branches: MONTREAL and TORONTO
Agencies throughout Canada

Don't Buy "An Electric Coffee Mill"

Buy a COLES GUARANTEED ELECTRIC MILL



There's a tremendous difference — as great as there is between an unsigned check and a signed one.

When the name COLES is on your mill you're certain it's "right."

Have you a copy of Catalogue 913C?

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

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is stronger than ordinary kinds, better to use and much more economical. It produces the correct effect in the shortest time, and with the least labour, upon Linens, Laces, etc.

Keep good stocks handy; it means more of the trade worth having.

Order from your Wholesaler.

HARGREAVES (CANADA) LIMITED,
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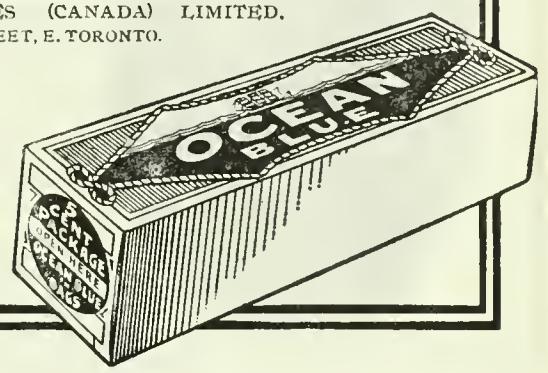
Western Agents: For Man., Sask. & Alta. Nicholson & Bain Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For B.C. and Yukon: Donkin, Creeden & Avery, 117, Arcade Buildings Vancouver, B.C.



"Cow Brand" success is never doubted

Housewives have absolute confidence in the baking results when they use **Cow Brand Soda**. For Strength, Purity and Reliability it is unsurpassed. It is the surest trade builder and holder. Fill in your stock to-day.

CHURCH and DWIGHT

Limited

Manufacturers
MONTREAL

CAN-O-WAX

a household necessity

A pure refined paraffine wax, sweet and clean. A very profitable seller during the preserving season.

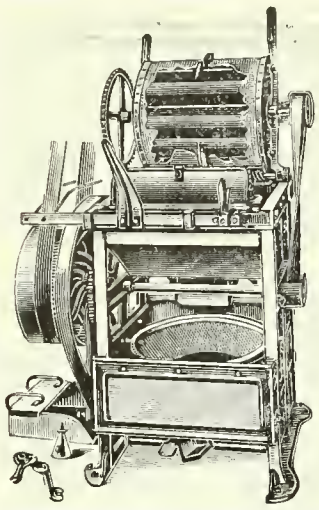
Can-O-Wax makes an absolutely air-tight seal for Jelly, Canned Fruits, Catsups, Sauces, etc., in jars, bottles or glasses. The long, round sticks insure convenience and economy.

For laundry use it is indispensable, makes clothes white (no bleaching), will not injure the finest fabric. Costs little, saves much.

Let us send you a sample tin. Sold through the wholesale trade.

CANADIAN OIL COMPANIES, Ltd.

Toronto, Ont.; Winnipeg, Man.; Montreal, Que.; St. John, N.B.; Halifax, N. S.; Regina, Sask.; Calgary, Alta.; Nelson, B.C.



Complete Equipment for Modern Grocery and Allied Trades

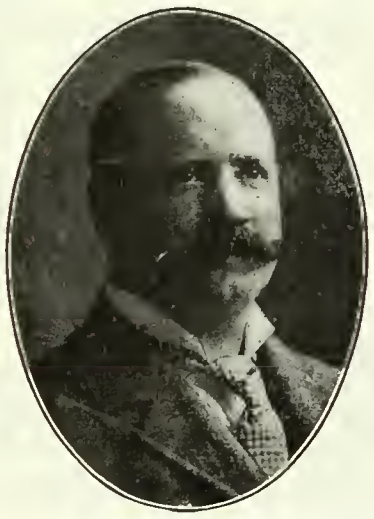
As Installed in most of the Leading Houses in the United Kingdom

COFFEE ROASTERS (8 Types, 50 Sizes, 2 oz. to 1000 lbs. Capacity).
MODERN TEA SIFTING, CUTTING and BLENDING MACHINES.
COMPLETE RANGE OF HIGH-CLASS GRINDING MILLS.
THE IMPROVED CURRANT AND SULTANA CLEANER, ILLUSTRATED, GREATLY ENHANCES THE APPEARANCE AND VALUE OF THE FRUIT.

New 1914 Catalogue of all Specialities Free on Request. Mention C. G. Dept.

GROCERS' ENGINEERING & WHITMEE LIMITED

COLE STREET SWAN STREET LONDON, S. E.



THE TEST OF TIME

For more than forty years, Electric Paste Stove Polish has met every requirement of thousands upon thousands of critical housekeepers.

What more could you ask? Have you tried it yet?

Place your order now, so as to avoid delay, as we are away behind on our orders. Selling agents for Canada are—

D. J. McLeod & Co., Edmonton, Alberta; Orr & MacLain, Winnipeg; E. B. Thompson, Toronto, for Western Ontario; G. C. Warren, Regina, Sask.

BUY

STARBRAND

Cotton Clothes Lines

AND

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers

SEE THAT YOU GET THEM

A "Worth-while" Selling Proposition

Just let us send you a free sample and prices of our

"SULTANA" BRAND
Chocolate Turkish Delight

A very delicious and wholesome confection, enjoyed alike by old and young. A quick, profitable seller. A trial will convince. A card will bring particulars and sample. Write now.

Oriental Produce Co., Montreal

7-20-4

Jobbers

Can build up a nice trade with our Cigars, because prices are attractive, and our "special territory" plan secures you profits growing yearly.

CONNECT WITH US TO-DAY.
THE 7-20-4 CIGAR

is a dandy, an enjoyable smoke, and economical at that.

Jobbers, Write To-day
Have a Smoke at Our Expense

Sherbrooke Cigar Co., Limited
SHERBROOKE, P.Q.

7-20-4

BEST INCORRODIBLE

TEA LEAD

ALL SUBSTANCES AND SIZES

Grey & Marten, Limited

City Lead Works: Southwark Bridge, London, England

Telegraphic Address: Amalgam, Boroh, London; Code A.B.C., 5th Edition

AGENTS: TORONTO, C. H. Anderson, 50 Front Street East
HALIFAX, Curren, Hart & Co., 45 Bedford Row
ST. JOHN, N.B., S. Norman Sancton

Make a larger margin of profit on your Canned Peas

To encourage the consumption of the finer grades of Peas, Dominion Canners have adopted, for the present, the policy of charging only a nominal amount extra for the finer grades.

For instance, their "Early June Peas" only cost you 2½c a dozen more than their "Standards"; their "Sweet Wrinkle Peas" only cost you 2½c a dozen more than their "Early Junes."

Without any difficulty whatever **you can get at least 1c a can more** for these finer grades of Peas.

You see at once how your **margin of profit** is **greatly enhanced** by pushing the sale of the finer grades.

Dominion Canners' Peas are vastly superior to foreign canned Peas, as most of these are artificially colored with a chemical which destroys the true flavor of the Pea, and is considered injurious to the human system.

Government Regulations now insist that canned Peas artificially colored, must have that fact stated on the label.

Dominion Canners' Peas retain their full, natural flavor, as they are picked and canned on the same day. The Peas are usually canned within a few hours after picking.

Canned Peas are cheaper to the householder than Fresh Peas. It takes about four quarts of Peas in the pod to fill a No. 2 can. Don't fail to point this fact out to your customer.

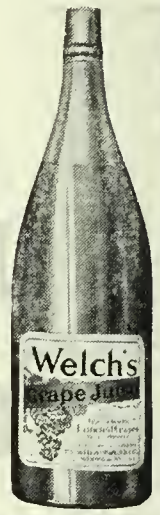
Dominion Canners, Limited

HAMILTON

The New Welch Plant at St. Catharines, Ont., Is Rapidly Being Erected

October will see our new plant at St. Catharines finished, with its powerful presses, bottling machinery and storage cellars in readiness to handle the choicest of the Concord grapes grown in that splendid fruit section. This has become necessary through the rapidly increasing demand in the Dominion for

Welch's
Grape Juice



The dealer who is unfamiliar with the profit-making and the trade-creating possibilities of Welch's should write us now for full information.

The unfailing purity, uniform high quality, delicious flavor and rich aroma of Welch's are secured by the exact Welch process of selecting only the choicest Concords, pressing, sterilizing and hermetically sealing their juice at the time of their highest perfection.

Write us for our dealer's helps, store advertising material, etc.

The Welch Grape Juice Company
WESTFIELD, N.Y.

"SHELL" BRAND
Castile Soap
("LA COQUILLE")

The Standard of Purity
A Pure Oil Soap

Has the largest sale of any Castile Soap in the Dominion

For sale by all wholesale houses

THIS SOAP IS ESPECIALLY MANUFACTURED BY
Messrs. COURET FRERES, MARSEILLES, FRANCE

For Messrs. ESTRINE & CO.

P. L. MASON & CO., Toronto, General Agents

BENGER'S Food

Copyright Design.

For INFANTS, INVALIDS and the AGED.

GOLD MEDAL AWARDED

Health Exhibition, London, Adelaide and Melbourne.

The "LANCET" describes it as:
"Mr. Benger's admirable preparation."

The "BRITISH MEDICAL JOURNAL" says:
"Benger's Food has by its excellence established a reputation of its own."

Circulars & Showcards on application.

Benger's Food and other Preparations may be obtained through all Wholesale Jobbers in Canada.

BENGER'S FOOD, LIMITED,
Otter Works, ——— MANCHESTER, Eng.

199C

"SOVEREIGN" SALMON

FINEST BRITISH COLUMBIA

SOCKEYE

QUALITY IS OUR FIRST CONSIDERATION

PACKED BY
THE ANGLO BRITISH COLUMBIA PACKING CO. LTD.
VANCOUVER, B. C.

Finest Quality — Whittemore's Shoe Polishes — Largest Variety

THE OLDEST AND LARGEST MANUFACTURERS OF DRESSINGS IN THE WORLD

"GILT EDGE"

The only black dressing for ladies' and children's shoes that positively contains OIL. Softens and preserves. Imparts a beautiful black lustre. LARGEST QUANTITY, FINEST QUALITY. Its use saves time, labor and brushes, as it Shines without brushing.

Sponge in every bottle, so Always Ready for Use.

Also for gents' kid, kangaroo, etc.

25c size.

"ROYAL GLOSS"

For Ladies' and Children's Black Shoes

Restores the color and lustre to all faded or worn black shoes, softens and preserves the leather. Apply with sponge attached to cork.

Always Ready for Use. Shines Without Brushing.

10c size.

IF YOU HAVE NEVER SOLD

shoe polishes you should at least give them a trial. You will make no mistake in doing this because it is the almost universal experience of grocers and general merchants that they sell readily and quickly. A counter display alone will sell large quantities.

ASK YOUR JOBBER'S SALESMAN ABOUT THIS

DIRTY CANVAS SHOES

Made perfectly clean and white by using Whittemore's "QUICK-WHITE" Compound. In liquid form so it can be **quickly** and **easily** applied. A sponge in every package, so always ready for use. 10 and 25c sizes.

"QUICK WHITE"
MAKES DIRTY CANVAS SHOES CLEAN & WHITE
QUICKLY AND EASILY APPLIED.
ALSO CLEANS ALL ARTICLES MADE FROM WHITE CANVAS
WHITTEMORE BROS. & CO.
BOSTON, MASS. U.S.A.

"DANDY" Russet Combination

Liquid for cleaning and paste for polishing all kinds of russet, tan or yellow-colored boots and shoes. Cover remover attached to each box.

10 and 25c sizes.

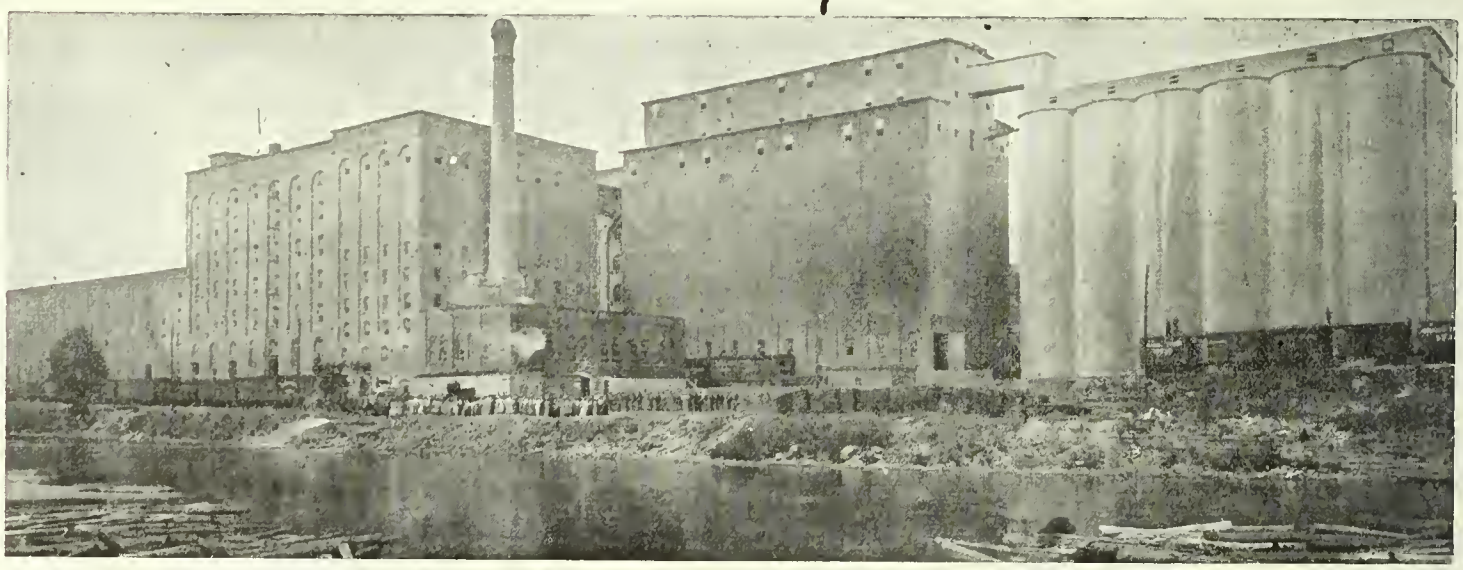
Old England's Healthful Drink

The most healthful drink of Old England is KOPS ALE, brewed from fine Kentish Hops. It is in big demand in all parts of the world, and particularly in the Daughter States.

Kops Ale or Kops Stout

Will be found the best for luncheon or dinner and are refreshing and stimulating at any time. They have a fine, bitter taste, but are entirely free from anything of an injurious nature. THEY ARE ABSOLUTELY NON-INTOXICATING. Good for all the year round.

KOPS BREWERIES, London, S.W., England



Quaker Flour is made in mills large enough to assure the best equipment—yet not so large that your order does not receive personal service.

Your own experience, Mr. Merchant, tells you that this is a big advantage. And Quaker Flour will satisfy you because the quality will satisfy your trade.

Total Flour Capacity 5,000 Barrels Per Day
Sold the World Over

Made by the Manufacturers of
Quaker Oats, Puffed Wheat, Puffed Rice, Etc.

The Quaker Oats Company Peterborough, Ont., and Saskatoon, Sask. (623)

CLARK'S
Peanut Butter

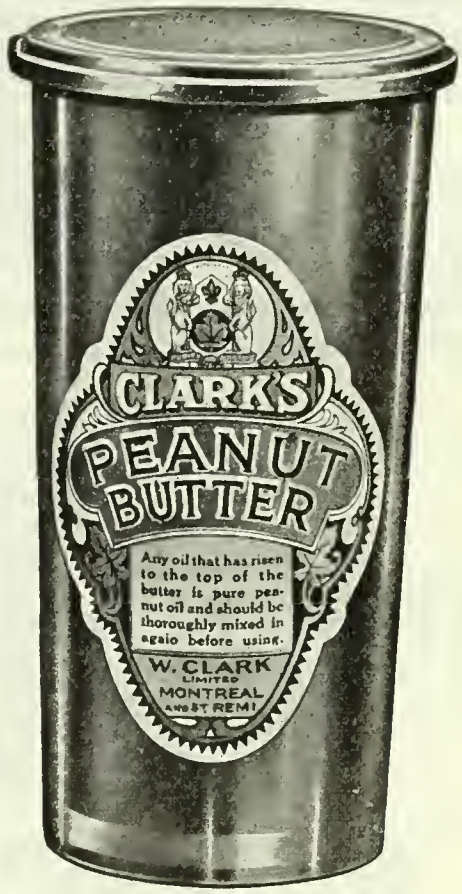
Sizes, ¼, ½, and 1 and in 24 lb. Pails.

CLARK'S
PEANUT BUTTER
Any oil that has risen to the top of the butter is pure peanut oil and should be thoroughly mixed in again before using.
W. CLARK
LIMITED
MONTREAL
AND ST REMI

Guaranteed to contain only the finest grade peanuts and salt roasted and ground to perfection.

Has no superior on the market and is a

SPLENDID SELLER


CLARK'S
PEANUT BUTTER
Any oil that has risen to the top of the butter is pure peanut oil and should be thoroughly mixed in again before using.
W. CLARK
LIMITED
MONTREAL
AND ST REMI

ORDER NOW.

The Best Goods Bring You The Best Trade.

W. CLARK, LIMITED, MONTREAL

Tartan BRAND

THE SIGN OF PURITY

We thank you in anticipation for Mail, Telephone and Telegraph orders sent us during Travellers' Holidays—First to fifteenth August, nineteen fourteen.

BALFOUR, SMYE & CO., Wholesale Grocers HAMILTON

Phones—462, 3595, 3596, 3597, 3598, 748. Phone at our expense.

BLACK JACK

QUICK
CLEAN
HANDY

TRY IT

SOLD BY ALL JOBBERS

¼-lb. tins—
3 doz. in case

VIG-NOL

The greatest help to women on wash-day.

Washes clothes without rubbing.

Your customers will want Vig-Nol when they know what it will do. Write for Special Introduction Offer.

H. NAGLE & COMPANY, P. O. BOX 2024
MONTREAL, QUE.

With SNAP all hands can be clean

Snap, the original hand cleaner, easily removes all kinds of grease and dirt from the hands without the slightest injury to the skin—soothes and refreshes. It will pay you to put lots of **Snap** into your business. A good profit is assured and a big demand is immediately created. Everybody needs it. Get **Snap** going in your locality. It pays.

SNAP COMPANY, Limited
MONTREAL

These Tobaccos are backed by extensive advertising

They make for quick and easy selling — the customers come in ready to buy.

"ROSE QUESNEL"

Smoking Tobacco — A really good Canadian Smoking Tobacco. Sweet — Fragrant—Pure.

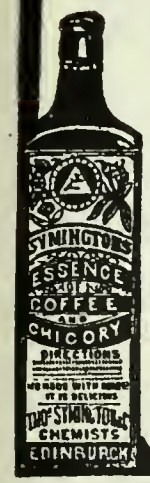
"KING GEORGE"

Navy Plug Chewing Tobacco — In a class by itself. Delicious and non-irritating.

Rock City Tobacco Co., Limited

QUEBEC

SYMINGTON'S COFFEE ESSENCE

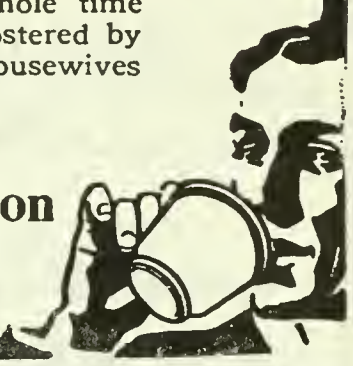


is the standard of quality and excellence. There is no other Coffee Essence to equal it. Made by the most expert coffee-cooks who devote their whole time and attention to the manufacture of Coffee Essence. The demand—fostered by continuous up-to-date advertising—is constant, and discriminating housewives everywhere insist upon having the premier brand.

GET FULL PARTICULARS, SHOWCARDS AND PRICES TO-DAY.

Thos. Symington & Co., Edinburgh and London

AGENTS:— Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver—Messrs. Shallcross, Macaulay & Co.



TEA LEAD

(Best Incorrodible)

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS Ltd.

Tel. Address: "Laminated," London. LIMEHOUSE
A.B.C. Codes used 4th & 5th Editions LONDON, E., Eng.

Canadian Agents: HUGH LAMBE & CO., TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

Diamond Cleanser

Has no equal as a cleaner.
Perfectly odorless.
Harmless to hands.

COSTS $3.00 PER CASE
four doz. cans to case

SELLS at 3 for 25c
or 10c a can

giving the grocer a good profit. Five case lots cost $2.85 a case.
Handled by all jobbers.

Manufactured by

Stephens, Welch & Co.

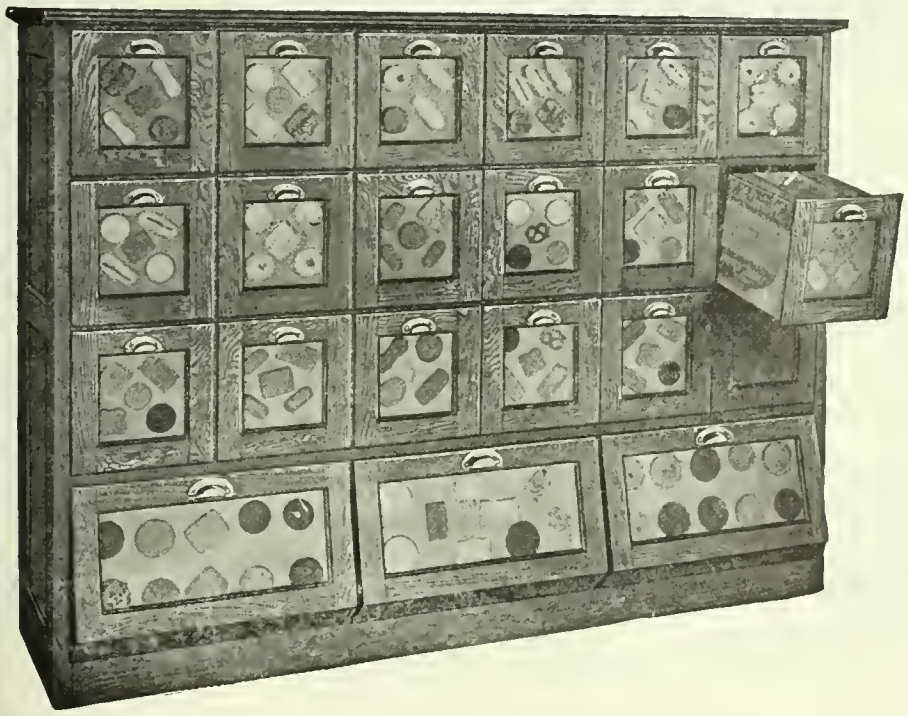
7 Ossington Av., Toronto

Standard Biscuit Case

In Sectional Lengths

makes provision for not only your tins, but also large wooden cake boxes which you find difficult to place and show contents to advantage.

This case shown is 6′ long and 54″ high, having 3 large patent roller bins in base, with bevel front to display cakes or contents of large cake boxes, and above this glass display oak front slides, fitted with rollers to insure easy running, show your stock of cakes in tins. Every large bin in base adds two feet to length of case.



Stock lengths are 6′, 8′ and 10′, but may be made to order in any length and also fitted with shelving to match regular fixtures. Made in oak to match your fixtures and sell your cakes.

Walker Bin & Store Fixture Co.,
LIMITED

Berlin, **Ontario**

Representatives:

Manitoba:—Watson & Truesdale, Winnipeg, Man.

Sask., Alta., and Eastern B.C.:—North-West Specialty Co., 226, 3rd Ave., Saskatoon; 111 Howard Ave., Edmonton; 110 Eastman Chambers, Regina.

Vancouver, B.C.:—R. J. Borland, 1105 Pacific Street.

Montreal:—W. S. Silcock, 33 St. Nicholas St.

Maritime Provinces:—R. R. Rankine, 46 Adelaide St., St. John, N.B.

S. Whittaker, Son & Purdy, Limited

MANCHESTER, ENGLAND

New Season's Whole Fruit Strawberry

New Season's Whole Fruit Raspberry

New Season's Black Currant

Quality unsurpassed. Competitive prices

ORANGE JELLY MARMALADE

Brilliant in Colour
Delicious in Flavour
A big seller wherever introduced

Please call on or write to the Sole Agents in Canada,

DAVIDSON-BOWLES, Limited

86 Wellington Street West **TORONTO**

The OVERSEA EXPORT CO., Limited

CHRISTIANIA, NORWAY

NORWEGIAN SARDINES

IN PURE OLIVE OIL

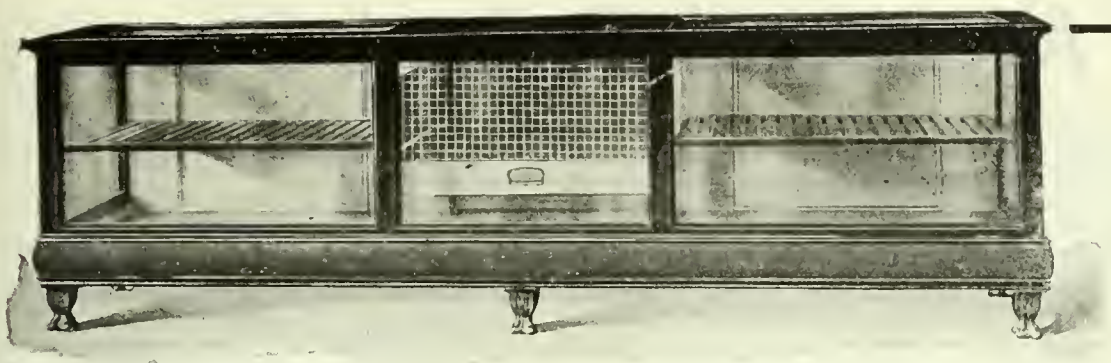
We can offer you the finest quality at the lowest price

Write to or call on the Sole Agents in Canada,

DAVIDSON-BOWLES, LIMITED

86 Wellington Street West

TORONTO



Maximum of Efficiency at a Minimum of Cost is only one of the features of the

ARCTIC SILENT SALESMAN

This case is built to preserve perishable goods while on display, and it does it well, giving the maximum amount of cold circulating air with the greatest possible economy in ice consumption. It is not only cool, but it looks cool, for the ice is in full view in the neat non-corrosive metal cage and pan.

This is the most attractive fixture any live grocer can have in his store; can be used as a counter as well as a display case, and soon pays for itself in extra sales and by eliminating waste from spoilage. Write for fuller particulars re case No. 984. Made in 6, 8 and 10 ft. lengths.

Catalog on request.

Agents: Western Ontario—J. H. Galloway & Co., Hamilton.

John Hillock & Co., Limited

Agents: Saskatchewan—Western Butchers' Supply Co., Regina, Sask.

TORONTO, ONT.

JOHN BURGESS & SON, LIMITED

Sauce and Pickle Manufacturers
LONDON, ENGLAND

The firm was established in 1760 and for over 150 years has been manufacturing goods which have stood and still stand

PRE-EMINENT IN QUALITY.

TRY M.M. PICKLE

A Sure Seller

THERE MAY BE GOODS AT LESS PRICES, BUT THERE ARE NONE OF EQUAL VALUE.

Write to or call on the Sole Agents in Canada

DAVIDSON-BOWLES, LIMITED

86 Wellington Street West, - - TORONTO

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

Established 1859.

GEO. STANWAY & CO.
TORONTO

Ontario representatives for D. S Parthenopulo, Patras, Currants. J. H. Todd & Sons, Victoria, B.C., Salmon, brands: "Horseshoe," "Tiger" and "Sunflower."

CHARLES H. COLE

Agent for McVitie & Price, Jas. Pascall, T. W. Beach, Johnston-Baird Co., etc.

New Address:
33 Front Street East - Toronto
Montreal Office: 501 Reade Bldg.

MORROW & COMPANY
CEREALS

TORONTO, - - - - - CANADA.
Rolled Oats, Oatmeals, Rolled Wheat, Split Peas, Pot and Pearl Barley, Graham Flour, Buckwheat Flour, Potato Flour, Wheatlets, Cornmeal, Lentils, Beans and Peas, Domestic and Imported; Sal Soda, etc., etc. Write for prices and samples, carloads and less.

"Canned Foods Ltd."

W. H. Millman & Sons

General Sales Agents for Canada

W. G. PATRICK & CO.
Limited.

Manufacturers' Agents and Importers.

51-53 Wellington St. W., Toronto

AGENCIES SOLICITED

Excellent connection with Grocers, Druggists and Confectioners—wholesale and retail.

M. D. BEARD
50 Front St. East TORONTO

W. G. A. LAMBE & CO
TORONTO

Established 1885

SUGARS FRUITS

ONTARIO (Continued)

HENRI DE LEEUW
28 Front Street E. TORONTO

RICE, COFFEE, DRIED FRUITS, SEEDS. CANNED and FRESH FISH, CHEESE: EDAM, STILTON, ROQUEFORT; CONFECTIONERY, ETC.

You can talk across the Continent for two cents per word with a want ad. in this paper.

WESTERN PROVINCES.

H. P. PENNOCK & CO.,
Limited

Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG.
We solicit accounts of large and progressive manufacturers wanting live representatives.

G. C. WARREN, REGINA, SASK.

Importer, Wholesale Broker and Manufacturers' Agent.
Trade Established, 15 years.
Domestic and Foreign Agencies Solicited
Warehouse: 1313 Garnet St.

LEADLAY LIMITED

Grocery Brokers and Importers

WINNIPEG TORONTO CALGARY
332 Bannatyne 309 King St. W. 510 Ninth Ave. W.

W. H. Escott Co.,
LIMITED

Wholesale Grocery Brokers and Manufacturers' Agents

Commission Merchants

WINNIPEG REGINA
CALGARY EDMONTON

Hamblin & Brereton
LIMITED

Importers and Manufacturers' Agents. Winnipeg, Calgary, Vancouver.

We call on the Jobbing and Retail Trade.

WESTERN PROVINCES—Continued.

WATSON & TRUESDALE

Wholesale Commission Brokers and Manufacturers' Agents
WINNIPEG - MAN
Domestic and Foreign Agencies Solicited.

COCKBURN-NOLAN CO.
Limited

Importers, Brokers and Commission Merchants
Representing Pugsley-Dingman Co., Limited. Canned Foods, Limited.
312-314 Ross Avenue Winnipeg

H. G. SPURGEON
WINNIPEG

Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce.
P.O. Box 1812.

FRANK H. WILEY

Wholesale Commission Merchant and Grocery Broker
757-759 Henry Ave., WINNIPEG

Ruttan, Alderson & Lound, Ltd.

Successors to
RUTTAN & CHIPMAN
Commission Brokers
WINNIPEG. MAN.

BRITISH COLUMBIA.

The Campbell Brokerage Co.

Manufacturers' Agents and Commission Brokers.

We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.

857 Beatty Street, Vancouver, B.C.

O'Loane, Kiely & Co., Ltd.

Wholesale Grocery Brokers and Commission Merchants, Canned Goods, Dried Fruits, Cereals and Grocers' Sundries, Buyers' and Sellers Representatives and General Agents. Inspectors and Shippers of Canned Salmon. Trackage, common and cold storage warehouse facilities.
RELIABLE ACCOUNTS SOLICITED.
References: Bank of Montreal, Bradstreet and Dun. VANCOUVER, B.C.

NEWFOUNDLAND.

T. A. MACNAB & CO.

ST. JOHN'S, - NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS

Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
Codes: A, B, C, 5th edition, and private.

QUEBEC.

SPLENDID CONNECTION

Amongst the Jobbers and Retailers

I am open for a few more agencies, and can handle them to advantage.

Have You a Line of Candy Gross Goods?

CLAUDE BEAUCHAMP

223 Commissioners St., Montreal.

NEW BRUNSWICK.

E. H. BOWMAN

Manufacturers' Agent

P.O. Box 241,

55 Dock St. - - - St. John, N.B.

Covers New Brunswick completely, calling on Retail and Wholesale trade throughout the whole province.

Every Merchant who handles—

Mathieu's Nervine Powders

MATHIEU'S
NERVINE POWDERS
For Headache and Neuralgia
Contain no Opium, Morphine or Chloral.
One powder will relieve and a few powders will cure you,
If you have a bad headache,
If you are feverish,
If you do not sleep well,
If you are nervous,
If you have LaGrippe,
If you suffer from neuralgia.
These powders are very good for children cutting their teeth.
18 Powders for 25 cents
DIRECTIONS

knows that they sell themselves. So effective are they in all cases of headaches that when once tried they are immediately recommended. Every merchant can with perfect safety recommend Mathieu's Nervine Powders as a perfectly safe and harmless remedy in all cases of headaches. Any merchant may try Mathieu's Nervine Powders at our expense, as per coupon attached. *Mathieu's Syrup of Tar and Cod Liver Oil is a specific in all forms of colds.*

The J. L. MATHIEU CO.

Proprietors

Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—

Name .....

With (Name of firm) .....

Street .....

City or town .....Prov.....

WOMEN KNOW

The exquisite flavor and uses of

MAPLEINE

Can you supply them?

ORDER FROM

Frederick E. Robson & Co., 25 Front St. E., Toronto, Ont., Canada,

Mason & Hickey, 287 Stanley St., Winnipeg, Man., Can.

CRESCENT MFG. CO.

SEATTLE, WASH.

BRAND STUHR.

STUHR'S

CAVIARE

FILLETED ANCHOVIES

(In Brine).

ANCHOVY PASTE

(In Tubes).

Sold by all High-Class Provision Dealers.

C. F. STUHR & CO., Hamburg.

Don't Miss Seeing the

Classified Opportunities

on page 61

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TORONTO, CAN.

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Coffee Essence

is meeting with a pronounced success all over Canada. Though it has been made in England for over a quarter of a century, and has won fame, favor and prize medals (22 in number), it is a new delight to Canadian tastes.

Wherever introduced, this Mocha and Java flavored Coffee Essence creates a ready demand, and the dealer who handles realizes a good profit.

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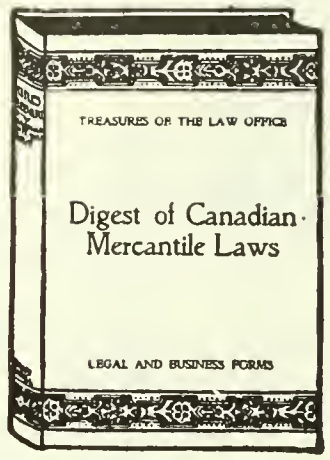

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No work ever published in Canada equals it for business men. A veritable consulting library on this one line so universally needed. Based on Dominion and Provincial Statutes and Court Decisions. Indorsed by barristers, sheriffs, magistrates and conveyancers.

Below appears a few of the questions it answers. These are picked out at random from the book.

If you endorse a cheque which bank cashes, are you liable to the bank for the amount, if the cheque were forged or raised?—173.

(The figures after each question refer to the section in the "Digest" which gives the answer.)

Can Interest written "one per cent. per month" in a note be collected by "legal process?"—See sections 345, 185.

In going security on a note, what is the difference between writing your name on the face of the paper or on the back?—171.

Why is it that a verbal agreement to buy real estate with, say $100 paid down "to bind the bargain," does not bind either seller or buyer?—451.

If a proposition is made to you by letter and you accept it by letter, do you know the exact time when the contract is closed?—39.

How many years does it take a promissory note, a book account, a judgment or a legacy to outlaw in your province?—356, 359, 360, 367.

How long may the drawee legally hold a draft for acceptance?—209.

If a man, in the presence of witness, makes a verbal agreement to buy a wagon, say for $53, but does not take possession of it, will the sale be binding?—500.

What effect has it on a will if only one person signs it as a witness?—815.

If the wife or husband of a legatee signs the will as a witness, what is the effect?—816.

"A," in paying off a **Mortgage,** gave mortgagee a marked cheque on which was written: "This cheque is given and received as a full settlement and discharge of Mortgage No.———." Is that a legal discharge?—410.

If a person goes with his hired man to a merchant and says: "Give this man the goods he may need up to," say "$15, and if he does not pay you," say, "within thirty days, I will," will the promise bind him?—110.

If stolen goods are sold to an innocent purchaser for value, can they be taken from him?—513.

How may a person legally add "& Co." to his name, or use any special name other than his own as a firm name, without having a partner?—694.

"B" claims that the Canadian Bills of Ex. Act allows him two days, in addition to the day of presentment, to accept a sight draft, and then three days of grace in which to pay it—six days in all. Is he right?—209, 217.

If you rent a property for a year, the rent payable monthly, and remain on after the year expires, are you a yearly or a monthly tenant?—580, 608.

Can you garnishee a debtor's money deposited in a bank if you know it is there?—885, 295.

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Keep the book ten days, and if it is not worth the price, return it and get your money back. If remitting by cheque make same payable at par, Toronto. **Eastern Edition, Price, $2.00. Special Western Edition, $2.50.**

To meet the needs of subscribers in New Ontario and the Western Provinces, where land is under The Land Titles System of Registration, an Appendix of 16 pages, containing a synopsis of the Land Titles Acts, has been added to our regular edition, thus constituting a special "Western Edition." Price, $2.50.

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KREEMY

SOLD EVERYWHERE

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and the "older folk" too

KREEMY BOY

It has that delightful, rich, creamy flavor that strikes the popular note—makes big sales, steadily increasing and profitable. Many dealers handle Sharp's Kreemy Toffee in 50, 100 and 200-lb. lots. It keeps well Summer and Winter. Order a stock now.

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Canadian Canners

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It will be to your interest to have the merits of the Anchor Cap demonstrated in your own factory under your own local conditions.

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Decorated enamel finish, Yellow, Blue and Black.

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APPLY SMALL QUANTITY WITH PIECE OF FLANNEL, RUB WELL AND POLISH WITH SOFT CLOTH.

NO PAPER LABELS USED.

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Quality has done this!

During the first six months of 1914, every second person in the City of Toronto asked for and obtained

"SALADA"

We base our calculation on these facts: Assuming the population of Toronto is, approximately, 490,000, they would consume, in six months, 1,102,500 lbs. of Tea. During the same period we sold **554,145 lbs. of SALADA in the City alone.** Proof positive of the public's appreciation of QUALITY.

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Nearly a century *of* Macaroni success

BERTRAND'S MACARONI

BERTRAND'S

The first Bertrand Macaroni was made in 1825; since then its manufacture has been directed by the Bertrands, who have won a very high name for their goods. Bertrand's Macaroni is made of the first grade of Russian wheat—the Taganrok, under the best possible factory conditions.

Keep your order well ahead of your actual requirements, for wholesalers have difficulty in supplying the demand.

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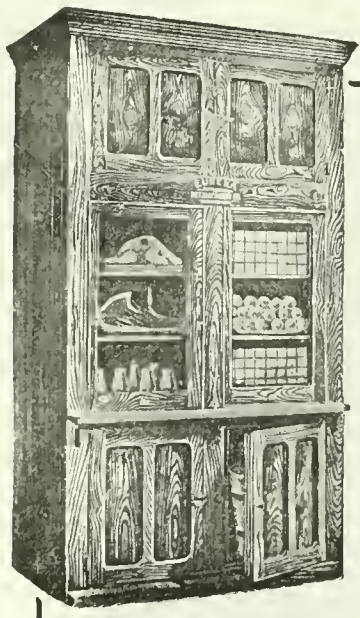

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It's Because the *Eureka* has stood the service test. Twenty-eight years of experience is behind every Eureka. It embodies the most improved scientific principles of cold dry air refrigeration yet devised.

Don't pay good money for something just as good—get the real thing—*the Eureka.*

Prompt shipment can be made from stock in hand, and special Refrigerators to suit any place or for any purpose are made up on short notice. Send for catalogue, or call at 31 Brock Avenue.

Eureka Refrigerator Co.

LIMITED

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Let us introduce Colman's SAVORA to you

The new delicate, appetizing condiment

for meats, soups, fish, etc.—a condiment that combines delicate aroma with delicious flavor.

This new appetizer needs only to be tried to be appreciated—one taste will convince you that it will meet the popular approval.

Why not write a postal to-day, asking for a small trial order? Try a bottle yourself at our expense.

Magor, Son & Co., Limited

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Do you know that if you do not stock Crown Brand Corn Syrup you are overlooking a profitable business proposition? Crown Brand dealers last year sold twice as much Crown Brand as any other Syrup. And it was profitable business too.

Crown Brand Corn Syrup

does not demand any pioneer work on your part. It is known all over Canada, and has won a permanent place in most homes.

You Can Sell Crown Brand—Profitably.
Why Not Order To-day?

The Canada Starch Co., Ltd.

Manufacturers of Edwardsburg Brands
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CANADIAN GROCER

VOL. XXVIII AUGUST 7, 1914 No. 32

Havoc Created by War on the Prices of Foods

Feverish Situation Broke on Monday and Tuesday Into Many Advances and a Few Declines—Sugar, Flour, Rice, Beans, Nuts, Prunes, Cream of Tartar and Canned Meats Go Up—Shipping Curtailment Brings Down Provisions in Chicago—The Outlook for the Future.

BREAKING of war clouds over the Continent of Europe has upset entirely calculations in so far as foodstuff prices are concerned. Two weeks ago one could look ahead with some degree of assurance that certain things would happen under certain eventualities; but the general outbreak of war and the roaring of the cannon has completely changed the aspect of things. With Great Britain, Germany, France, Russia, Austria, Servia, Belgium and Holland in the melee, we can see nothing ahead but a general advance in foodstuffs should the conflagration continue any length of time. If the war does not actually interfere with the production of certain foods, the advance in others will cause such a sympathetic feeling that at least a great many of them will also be affected similarly.

Foodstuffs may be divided into two parts for the purpose of analysis here—imports and exports. While it is undoubtedly true that all foodstuffs coming from the Mediterranean will advance to a certain extent, the advance will be measured by the possibilities of getting the stuff to this country and the length of the war. Apart from that altogether, the increase in rate of exchange, the rise in war risks and freight rates will have a tendency to advance prices all along the line. This advance alone equals 8 or 10 per cent. Should, however, the ocean routes be kept continually open, prices of products from countries not actually engaged in the struggle may not go very high, and especially those foods not actually required for the maintenance of life.

Where Advances Are Certain.

But all foods that come to us from within the war zone will go up, the prices being contingent upon the duration of the mammoth disturbance. Among these will be found sugar, beans, nuts, cream of tartar, Bosnia prunes and French peas. Already sugar has taken the plunge. An advance of 10 cents a hundred went into effect here on Monday. The cause of this is the fact that laborers have been withdrawn from the fields in the European sugar beet districts to fight for their respective countries, thus becoming a burden to the nations instead of producers, coupled with the fact that the United Kingdom, which purchases the bulk of her supplies from the continent, is now competing with us for West India raws, the supply of which, so far as this year's crop is concerned, is gradually drawing to a close. At the same time, inquiry is being made in New York for American refined from Great Britain. In face of all these conditions, it would be difficult to see sugar pursue any other course.

During recent years Canada has been a heavy purchaser of Austrian beans. One does not have to look far afield to see the tendency in the bean market, as we are now placed upon our own resources. As a direct result of this situation beans advanced 40 cents a bushel on Tuesday .

Many Prices Being Withdrawn.

Prices of nuts have been withdrawn, in view of the fact that it is impossible to say at the present time whether shipments can be made or not. No prices can be secured on cream of tartar. As this comes from the residue of the wine tanks of France, the reason is plain. Markets have apparently been turned inside out. Future prunes have advanced a quarter of a cent, as shipments of the Bosnia fruit have been abandoned, and French peas are on the up-grade.

So much for foods directly affected by the war. Many other markets have been thrown into a panicky condition by the participation of Great Britain in the struggle. Tuesday was a feverish day on the markets. Not only did beans, prunes, cream of tartar, nuts, etc., present themselves on the stage, but rice took a sudden ascent of 50 cents a hundred, and canned meats shot upwards. A large Montreal firm withdrew prices on canned meats entirely.

Just what will happen to Old Country

PRICE CHANGE SUMMARY.

As a direct result of the European war, the following advances have occurred on the Canadian wholesale market:

Sugar—10 cents per cwt.

Flour—30 cents per bbl.

Rolled oats—20 cents per cwt.

Oatmeal—About 25 cents per cwt.

Rice—50 cents per cwt.

Beans—40 cents per bushel.

Advances have also occurred in canned meats, future prunes, nuts, cream of tartar, and others are possible in Mediterranean food stuffs. English goods generally are up some 20 per cent., and French goods practically doubled.

If safe transportation is guaranteed vessels bound for Canada, products of countries not actually engaged in the war may recede. At time of writing cessation of transportation is having tendency to hold prices on this continent down and to cause prices in the East to be withdrawn or to advance.

jams and biscuits remain to be seen. Undoubtedly if flour continues to soar as well as other ingredients of the biscuit, this article will surely advance. It is pointed out that the war risk is 5 per cent. in addition to the usual marine risk, and shipments will all be subject to both until at least the atmosphere clears. Much the same applies to jams, which, in the event of a protracted war, mean high prices, or may be withdrawn from this market altogether. In fact, just at present it can be taken for granted that everything being imported from Europe can be counted on as going up while the present uncertain situation exists. One of the chief difficulties to shipping Old Country goods to this market is the uncertainty as to whether shipments can be actually made within a reasonable time.

Advances in Canadian Products.

The war has touched some vital spots in the market for home products. The flour market, which has been quite placid up to two weeks ago, went up on Monday 30 cents a barrel, and advancing wheat portends still further ascensions. Oatmeal and rolled oats and other cereals have also been "drawn into the vortex" and gone upwards. Fish has shown signs of advance, and if our routes to the Old Country are made thoroughly safe, we may expect still further rises not only in the above lines, but in provisions. The effect that curtailment of shipping has had on provision markets was reflected in sensational declines in lard and pork on the Chicago market on Monday. But just as soon as the shipping avenues are clear there is every possibility of advances in butter, bacon, eggs and meats.

We in Canada are fortunate, when our fellow-creatures in Europe are considered. With a resourceful soil and a good, if not an abundant, harvest being garnered, we have great cause to be thankful. There is little necessity of worrying. We must await the outcome with patience and bright hopes. The essential foods for the sustenance of life are plenty, and, beyond a temporary rise in prices, which it is anticipated will not last very long, there is nothing in the present situation to cause undue worry.

* * *

Winnipeg, Aug 6.—(Special Staff Correspondence.)—The wheat crop, usually the great subject for conjecture at this time of year, has been somewhat thrust into backward during the past week by the trouble in Europe. As result, wheat has already advanced rapidly, although since the upward movement began there have been several sharp declines. The advances, however, have been great enough to force an upward movement of 50c per barrel in flour. The various cereals, too, have been moved upward, though as yet no fixed quotations have been settled upon.

The future of prices is very doubtful at present. There are some who think that declaration of war will mean high prices for wheat, $1.25 a bushel being commonly mentioned as something which the farmer may receive. Others—and these close students of the grain market—contend that war will have only one effect, and that decidedly bad. Their contention is that since Great Britain is drawn into the trouble, shipping will practically cease until a decisive naval engagement has been fought, and Canada will be left with little or no outlet for her crop, since a bumper crop in the States is practically assured.

Despite pessimistic reports, which are being quite commonly circulated, those men who are making the closest study of the grain situation are of the opinion that Western Canada will produce a fair average crop.

In Southern Alberta conditions are not improving at all, but a splendid harvest is assured in the northern part of that province. Central Saskatchewan seems unlikely to yield as good a crop as last year, but in the north and the south conditions are generally good. Manitoba, moreover, seems certain to yield a bigger crop than for some time. One flour man, after a careful study, has given it as his opinion that about 175,000,000 bushels may be counted upon—not so large as last year, yet a very fair crop nevertheless.

Dealers are buying slowly, and will continue to do so until harvesting becomes general.

THE COST OF DOING BUSINESS.

These rules for figuring the costs and profits are recommended by a high authority:—

1—Charge interest on the net amount of your total investment at the beginning of your business year, exclusive of real estate.

2—Charge rental on all real estate or buildings owned by you and used in your business at a rate equal to that which you would receive if renting or leasing it to others.

3—Charge in addition to what you pay for hired help an amount equal to what your services would be worth to others; also treat in like manner the services of any member of your family employed in the business not on the regular pay roll.

4—Charge depreciation on all goods carried over on which you may have to make a less price because of change in style, damage, or any other cause.

5—Charge depreciation on buildings, tools, fixtures, or anything else suffering from age or wear and tear.

6—Charge amounts donated or subscriptions paid.

7—Charge all fixed expenses, such as taxes, insurance, water, light, fuel, etc.

8—Charge all incidental expenses, such as drayage, postage, office supplies, livery or expenses of horses and wagons, telegrams and telephones, advertising, canvassing, etc.

9—Charge losses of every character, including goods stolen or sent out and not charged, allowance made customers, bad debts, etc.

10—Charge collection expenses.

11—Charge any other expense not enumerated above.

12—When you have ascertained what the sum of all the foregoing items amounts to, prove it by your books, and you will have your total expense for the year; then divide this figure by the total of your sales, and it will show you the per cent. which it has cost you to do business.

13—Take this per cent. and deduct it from the price of any article you have sold, then subtract from the remainder what it cost you (invoice price and freight), and the result will show your net profit or loss on the article.

14—Go over the selling prices of the various articles you handle and see where you stand as to profits, then get busy in putting your selling figures on a profitable basis and talk it over with your competitor as well.

W. Madder, general merchant, Madford, Man., has been succeeded by H. Madder.

J. W. Newman, general merchant, Trossachs, Sask., has been succeeded by T. H. Ceci.

Contraband of War and Rights of Nations

Vessels Liable to Seizure and Those That Are Immune—Shipping Relations Between Canada and Great Britain Under Certain Eventualities—Autocratic Power of Captains on Hostile Vessels.

Prepared Especially for Canadian Grocer.

THE incidence of war, in which Canada as an integral portion of the British Empire is now engaged, brings prominently before the business community the question of international law as it affects goods which may be consigned to or from our shores in vessels flying the British flag or in the vessels of nations remaining neutral.

What is or what is not "contraband of war" is difficult to define with any exactitude. Of course weapons of warfare, ammunition, or anything in the nature of military supplies, armaments and equipment are undoubtedly contraband and liable to confiscation, if seized by one belligerent nation while in the course of transport to an enemy of that nation. On the other hand articles which can be of no use in war, such for instance as wearing apparel, house furniture and the hundred and one similar classes of articles which might be mentioned, are by common consent held to be non-contraband.

But there is a third class which is not always easy to place in either of the above series. This class comprises all manner of provisions, railway supplies, machinery of various kinds, etc., which in some cases would have no effect upon the war, but which under different circumstances, might enable a hostile nation to prolong its resistance or assume the offensive. Take as an example of this latter class a consignment of steel rails or of coal. If the destination were Great Britain they could scarcely be considered contraband, as Great Britain possesses all she requires of these commodities; but assuming that the destination were a port in the north of Africa, or some similar country, where a consignment of coal might enable an enemy's vessel to coal, or steel rails would enable him to complete a railway which could be used for strategical purposes, these cargoes would then become contraband and so liable to seizure. We are dealing here with cargoes carried in neutral vessels, as, of course, all vessels flying the flag of a hostile nation are liable to capture by a hostile enemy whether carrying contraband or not.

Canada's Position.

Let us now consider in what way Canada's commerce is affected. Firstly, as regards our exports these consist principally of wheat, cattle, cheese and other agricultural products. If by any mischance Great Britain were to lose command of the sea and were unable to maintain a free waterway for commercial vessels, the only means of transport Canada would possess would be by neutral vessels, or vessels flying a neutral flag. And if the commodities mentioned were being consigned to Great Britain, Germany would, no doubt, elect to consider them contraband of war as being calculated to prolong any resistance Great Britain might be able to make against Germany after the former's fleet had been conquered. It should be here noted that the tendency on the part of belligerent nations is to arbitrarily decide the question of what is or what is not contraband of war in the manner best suited to themselves and should their decision be called in question to settle the matter by compensation on the conclusion of peace.

It is obvious that the captain of a belligerent vessel, who has it in his power to seize or destroy goods being consigned to an enemy, will, if he have the slightest doubt on the matter, resolve on their destruction and leave it to his Government afterwards to settle the matter by compensation should he be in the wrong. The damage or inconvenience which he may thus inflict on the enemy is probably worth very much more to his country at the time than the amount of compensation which might ultimately have to be paid.

Why Coal Vessel Was Sunk.

There is yet another interesting point which arose for the first time in the Russo-Japanese war. A Russian cruiser on the high seas came across a steamer carrying coal to Japan. She thereupon not only declared the coal contraband but immediately sunk the steamer and justified her action in declaring that it was impossible for her to tow the collier around with her until she could interne it in one of her own ports as in all probability she would herself meet with the enemy's cruisers before then, and at the same time she could not be expected to run the risk of the cargo of coal being rescued from her and applied to the service of the enemy.

It is quite within the range of possibility that Germany might adopt a similar attitude in the present war, and thus any cargo of wheat or provisions which might be intercepted by a German vessel might be sent to the bottom and the sufferers left to make any claim they might consider they had after the war were over.

British Shipments To Canada.

In the case of goods consigned to Canada the question is of little account as all the belligerent nations are likely to be fully occupied without concerning themselves in making shipments to us. If Britain retains command of the sea, any manufactured goods sent us from Britain would arrive as usual, and if she should lose that control, no British manufacturer would be likely to run the risk of dispatching goods which might under one pretext or another be seized by the enemy.

To sum up then the position as far as Canada is concerned seems to stand thus: If the Mother Country is able to guarantee a free waterway, unmolested by the enemy, between Europe and this continent, commerce will continue pretty much on the ordinary lines, with the exception that all the larger vessels will probably be commandeered by the British Government for the transport of troops to the continent of Europe or elsewhere, thus rendering an increase in freight rates probable.

On the other hand should events so shape themselves that it is possible for German cruisers to molest the traffic, any shipments we might make in United States or other neutral vessels, would be practically certain of destruction should the German vessels happen to fall in with them.

Montreal business men have organized a Business Men's Association. One of the prineipal objects of the association is to gather together the credit experience of merchants and business and professional men in every line of business for mutual protection. This information is already being compiled in book form, and will shortly be published under the title of "The Credit Experience Guide." This book will give names, addresses and occupations of individuals and firms of this city, and also a key showing exactly how they take care of their credits, the information being based on actual experience of the department stores, butchers, bakers, grocers, coal men, etc.

Fruit Trade Increased Four Fold and Over

Two Hundred and Fifty Pounds California Grapes Sold in Three Days — Sales of Strawberries, Raspberries and Cherries Much Ahead of Last Year — Importance of Aggressive Methods and Window Display.

Written for Canadian Grocer by Jas. Marshall, Manager Grocery Department, Mills and Bearsto, Sedgewick, Alta.

IN HANDLING fruit there is not much use of a merchant doing so unless he has studied this branch of his business, or he must have had experience. I myself have had, separately, six years of grocery experience and eight years fruit experience, so I can speak with a little knowledge.

The first thing that has to be studied is local conditions, and the varying wants in Western towns. I came to this town three years ago to work for a firm, and was with them eighteen months, and during that time there was not any thought given to this branch of the business. When I first went there business was good, as it was a year of good crops in the West. I left them for my present position. I am manager for the grocery department of this firm, and after a straight talk with them I was given a free hand. As it is a business firm, it is successful. We have all kinds of price-cutting to meet. I read in Canadian Grocer the other week that there was a firm selling goods for 5% gross profit at a sale price. That is nothing to what we have to contend with out here. A firm here pays $6 per case for a certain soap, and I can buy it for 4 for 25c; also washing powder costing 21¼c for 2 for 45 cents. Do you think that this is bad checking of invoices? They sell a breakfast food costing $1 a dozen at 10c, and there are about two cases a month sold in the town. I just mention this as an evidence of our competition.

Sold Berries Before Arrival.

Last summer—and it was my first here—we disposed of 672 cases of fruit, a car of apples and two tons of onions. This year I decided that we would do better, so I have started a proper selling campaign. Strawberries was the first. A month before berries were to arrive (our difficulty is the long train journey from British Columbia) I started talking berries, and managed to dispose of 28 crates. Of course, I had to have the confidence of the customers, which I had won, and they could rely upon our statements. From the previous year's experience I had separated the good from the poor shippers, which is a very strong point. The same was done with raspberries and cherries. I disposed of 22 crates of raspberries and 15 crates cherries up to time of writing, all of which has netted a good profit—40% gross. Our sales last year were just a fourth of that, and when I first came here five crates of raspberries were as many as came into the town.

Peaches were handled in a different manner. I found out what kind the people wanted, and only got that kind. We were the only firm that had the variety, and while I gave 10c more a case for them, I got 35c per crate more than what competitors received and sold an equal amount, which was 145 crates. Of course, a great deal depended upon salesmanship. I make a point of having everything sent as I want it, and can depend upon it. We do not handle the commoner kind of fruit, but insist on the best.

I will tell you how I sold 250 lbs. California grapes in three days. This was going some for a small firm. It was last Christmas—the most successful Christmas the firm has had. It was not so very cold, and our windows were not frosted over, so I decided that one barrel of grapes (usual quantity for the Xmas trade in this store) was not sufficient, so I ordered seven barrels, which arrived on the Saturday before Xmas. I had the window all dressed with fruit, and in the centre I piled up the grapes. I put two cross-rods at the back and hung grapes on them. This made a fine display, and I got one of the boys, who is a card-writer to write an attractive card, and awaited results. I may say that the firm looked askance at the quantity of fruit. I said I would eat all that was left and I did manage to get a pound or two on Christmas eve but I assure you those grapes did not want any selling besides the window. They sold themselves.

In regard to bananas they are the worst of the fruits we have to contend with. We pay 5½c pound freight and case 25. We just make the best of them, and cut them out as soon as we can. Oranges and lemons are a good line with us, and make us a good profit. We buy just two weeks' supply at a time.

DEATH WAS EXAGGERATED.

Canadian Grocer is pleased to state that the report of the death of Wm. Coutts in our issue of July 24 has been greatly exaggerated, as Mark Twain would put it. Mr. Coutts writes that he is happy to state he is still as much alive as ever, and encloses his views in verse a la Bobby Burns on the matter as follows:

"I'm no deed, nor yet deein',
I charge you, sir, about me bein.
Retract your statement or it deny;
My time will come. All must die.
But for the present weel an' healthy,
Tho' I canna boast o' being wealthy;
But hae enough tae dee my turn.
Your statement with indignation spurn,
'The truth,' which you should know, sir,
Before inserting in the Grocer."

WHEN TO TRIM WINDOWS.

At the recent ad. clubs convention in Toronto an interesting question regarding the proper time for window dressing came up.

The author of an article on window dressing in general concluded his remarks by the statement that a window should never be dressed at any other time than at night, and incidentally scored the country store for its usual practice of trimming windows during business hours. The speaker claimed that in the case of the city store, the waste of an empty or nearly empty window was terrific at the crowded noon hour, for instance, when immense crowds were passing.

He had taken his seat amid a mild murmur of approval, when another man arose and in a few cogent and concise words routed the other's argument. He based his theory on a fact that he proved then and there, and which was this—that for some unaccountable reason the window that was being dressed while the crowds were going by did more good than the most perfectly dressed finished one. He proved that the animate man in the window was of more valuable interest to the crowd than any aggregation of inanimate objects could be as long as the window had some of the objects of the trim in it so that they would receive the benefit of the interest aroused. Also, that as long as the man continued to work on the window he could hold the attention, but when he ceases to do the interesting thing and becomes an automaton, interest wanes.

At the Weekly Conference

This Conference is Very Timely in View of the Season for the Sale of Pickling Spices Being at Hand—A Good Mixture is Defined.

Conference No. 11.

PASSING a drug store on the way to the office one day at noon, Henry Lawrence observed several platters of spices in one of the windows, with a card reading "Pure Mixed Pickling Spices." He looked them over with his critical eye, for if there was one of the uncommon things about the grocery store about which he was more familiar than another it was spices. The first thing that arrested his attention was the fact that the samples were made up particularly with the common low-priced spices and none at all of the most expensive.

He mused over the deception. While mixed pickling spice could not, of course, be anything but pure; yet here was a druggist indirectly intimating that whole spices could be adulterated, and thereby fooling his customers and the passer-by.

"Say, Frank," he said to Hastings on reaching the store, "we might have a conference on spices on Monday. Ask the boys to read up pickling spices and think over selling plans in the meantime." So the head clerk passed the word along that something a little warmer than usual would be the eleventh conference.

It was astonishing the amount of information the boys stored away in their heads before the sun dawned on the first day of the following week. Tom Pepper spent an evening at the library perusing an encyclopædia; Hastings had written a spice manufacturer for information on what constituted the best mixed pickling spices, and Arthur Burns got in touch with his trade paper with a number of questions that were puzzling him not a little. The result? Well, just read over the conference proceedings and determine for yourself.

"We shall make the first part of this conversation of an educational character," observed the chief, as he looked up from the desk when the staff had seated themselves; "and conclude with selling methods."

"What have you to suggest for the good of the cause?" he enquired, turning to Hastings.

Contains Many Varieties.

"In the first place," replied Frank, "we should remember that the best mixed pickling spice contains not seven or eight different kinds, but some sixteen or seventeen. While, therefore, whole spices cannot be adulterated the same as ground, yet a sample of mixed pickling spice can be cheapened by containing only a few varieties, and these the cheaper kinds. Spice manufacturers have to pay from five cents to a couple of dollars a pound for spices, and if they are determined to put up a good sample they use some of every variety. It stands to reason that mixed pickling spices can be put up and sold to the retail trade the more speedily according as the number of varieties are reduced and the quantity of expensive sorts lessened in proportion to the whole. The manufacturer from whom we purchased, however, assures me that our pickling spice this year is of a very fine sample, and, in fact, that it cannot be surpassed in point of quality."

Henry Lawrence smiled to himself that Frank had hit upon the exact thoughts that had passed through his mind as he viewed the samples of spice in the window of the drug store. "That's the greatest talking point we've got," he observed as the head clerk concluded.

"I have made a list of the chief spices used in the mixture for pickling," declared Pepper, when the proprietor looked his way for a contribution to the discussion. "They are allspice or pimento, cassia, cardamom seed, cassia, cloves, curry powder, celery seed, cinnamon, coriander, ginger, mace, mustary seed, paprika, pepper, thyme, and turmeric. It occurred to me that we might find out from the manufacturer just how many of these are in the spice we have bought, and have a list made of them to show customers. If there were any question of our price being too high we could produce this list, and it would then be an easy matter to convince customers that we were giving them the worth of their money. Apart from that, customers like to know just what they are using, and in the past when any of them have asked about it I could only give them a part of the information."

"A capital idea, Pepper," was the remark of the chief; "it shall be adopted."

Burns' information was largely similar to that Frank Hastings had given, with the addition that, in order to give customers the very best service, spices must be carefully kept in cartons or sealed containers away from the air. "If we display any samples," he added, "we should see that by no chance they are handed over the counter to customers."

"I can well remember," observed Henry Lawrence in a reminiscent mood, "when spices were much

(Continued on page 47.)

The Spice Makes the Pickle

Have you ever observed that some pickles and meat sauces have different flavors from others? The cause lies in the spice and vinegar used. The best mixed pickling spice contains some 16 or 17 varieties, while inferior grades have only 6 or 8. When you make pickles and sauces but once a year, why not use a superior kind?

Our mixed pickling spice, as well as our other spices, are selected with the utmost care. You cannot go wrong in using them.

Allspice, per oz.	c
Cinnamon, whole or ground, per oz.	c
Cloves, whole or ground, per oz.	c
Curry powder, per oz.	c
Mace, per oz.	c
Cardamon seed, per oz.	c
Turmeric, per oz.	c
Mixed pickling spice, per half pound	c

All kinds of good quality vinegars to select from.

JNO. HAMILTON & CO.

16 Main St. Phone 781

Suggestion for newspaper advertisement on spices.

CANADIAN GROCER

Established 1886.

Only Weekly Grocery Paper Published in Canada.

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WAR AND BUSINESS.

THE WAR clouds that have been threatening Europe for years have broken with startling suddenness and in tremendous volume. What the outcome will be no one can predict. It is enough to say that the destiny of nations hangs in the balance.

Neither can anyone speak authoritatively with regard to the financial situation consequent upon the war, for, like the war itself, it is a situation entirely unprecedented in the world's history. Canada, although fortunately situated geographically, is, nevertheless, so closely involved as a part of the British Empire as to make the effect of the war upon the business of this country a matter of the most vital concern. Without attempting to minimize the seriousness of the situation of the generally acknowledged need for retrenchment and economy wherever possible, we feel constrained to warn our readers against being unduly alarmed. We will display greater wisdom and accomplish most if we face whatever is in store for us calmly and courageously instead of with pessimism and desperation.

Canada's position financially is essentially secure. The Government has already made provision—in giving reasonable leeway to chartered banks—that will aid materially in the carrying on of all legitimate business enterprises without serious embarrassment. Other steps will probably be taken with a view to putting into circulation a still larger quantity of legal tender, should this be necessary. The ability to readily make these practical provisions against possible injury to business is a tribute to the vast resources of this country and the Canadian banking system. Business men should respond to this confidence in Canada being shown by those at the head of affairs. Another fact for which we Canadians should be thankful is that our country is largely occupied with agriculture and the production of food. Because of this the war will not only cause us less inconvenience than would otherwise be the case but our industries, being principally devoted to supplying the necessities of life, will be less seriously affected by financial stringency. Keeping these facts in mind we believe our readers will be justified in mixing an intelligent spirit of optimism and much thankfulness with the caution and patient waiting that will most naturally prevail at this time.

Needless to say, speculation and all unnecessary expenditures should be absolutely tabooed.

WATCH ACCOUNTS CAREFULLY.

WHENEVER WAR DOGS are loose a strict vigil should be kept upon new accounts opened and old ones that have been running a little too long. There is nothing to-day that presents more worry to a man than a large number of accounts on his books, and in a time like the present this applies with all the more force. Retailers should therefore keep one eye continually on accounts and not allow them to get beyond a safe point.

It is always true in times of war that money is scarce. The reason for this is clear. To send a military force into the field or man a dreadnought requires an immense amount of money. This creates a heavy demand for gold, which sends up the price, and of course the gold goes to where it is most urgently needed, as that is where the rate of interest is usually highest. The natural sequence is that money for legitimate things, such as the maintenance of producing industries and for pay-rolls is hard to get. Men are thrown out of work and the entire business of the country is adversely affected.

Canadian Grocer, therefore, strongly urges the trade to proceed with caution in the matter of opening new accounts. We also urge that collections be made with more system until the future in Europe takes on a brighter tinge.

WAR AND FLOUR PRICES.

THE EFFECT OF WAR on food stuffs in general may be gauged from the quick action which has occurred in the flour market. A week ago the big millers saw little reason to look for an immediate increase in flour prices, but so rapidly has the scope of the hostilities extended that wheat has quickly advanced in value and this week opens with an announcement of an increase of 30c a barrel throughout the flour range—with advances of 10c for

rolled oats and corn meal and higher prices for mill feeds and other grain products at the same time.

Where flour prices may go to is a matter of speculation, with the outlook as problematical as the international situation itself. The increase of 15c and more a bushel in the price of wheat warrants the advance made and in fact a higher figure according to millers, but the fact remains that while the price of wheat has gone up rapidly, this change is only warranted by the situation in Europe, and just at present there is the peculiar point that America is isolated and the foreign market is for the time being a factor only on a speculative basis. Millers cannot get shipments made to England at the present time, and the fact that there is keen competition for what business is going in Canada has delayed advances and it is understood that in some cases there is cutting below the high point in the case of substantial orders.

The immediate future of the flour business will depend on what communication may be established between Canada and England for the transportation of flour. If England is in a position to guarantee the passage of supplies, then continued advances in the prices of grain and mill products may be looked for.

The question has been raised as to what the attitude of England might be in the face of high prices, the attitude of some of the European countries being to demand the delivery of wheat at a set price on pain of confiscation. The opinion expressed in reply was that the democracy of the Empire would prevent such action as this except in the event of hostilities being continued and England being faced with a food famine.

Under such circumstances it is not hard to see the immediate effect which the European war will have upon food stuffs, especially those which are imported—and in fact upon all kinds of imported goods and materials. However, Canada is fortunate in having a neutral and friendly nation to the south which could help the situation to a considerable degree so far as getting supplies is concerned, although the world situation may be expected to have considerable to do with the control of the prices to be paid.

POPULARITY OF THE LEMON.

WHEN ONE SITS DOWN to think about it, he soon becomes amazed at the enormous quantities of foreign fruit brought into this country. Take lemons, for instance. Every grocer sells lemons and the majority make a profit on them. But did you ever stop to think that if every grocer sold as many as you, what extensive shipments must be brought in during a twelvemonth? Of course many sell more than others so it would be difficult to gauge from such computation anywhere near the quantity consumed in a year in Canada.

In talking to a large importer the other day Canadian Grocer secured a good idea of the popularity of the ordinary, every-day, and sometimes disparaged lemon. He calculated that during the past year he disposed of 60,000 cases of some 300 to a case, making 18,000,000 lemons in all. His territory stretches from New Brunswick in the East to Saskatchewan in the West. Just imagine the quantity that must be sold by all the importers in this country even if no two of them sell more than this one man! Eighteen million lemons mean almost three for every man, woman and child in the country. It demonstrates the popularity of this fruit, and as the lemon is of such a character that it is used medicinally as well as for drinking and culinary purposes, this popularity is well deserved. It shows too that many people are handed lemons, in the strict sense of the term, every year, and indicates that they are glad to get them.

THE FARMER AND POULTRY.

THE AVERAGE FARMER when he looks around on his prospects for the season, gazes out at the grain fields and speculates upon the good or ill fortune which may affect his crops; he does not think to take a glance over the farmyard fence and figure out what might be done with his poultry flock. A comparison of the prices which are being paid at this time of the year and what will be paid a couple of months from now—not for spring chickens but for fowl—is sufficient evidence that the average farmer does not seriously consider the possibilities of systematic marketing of his barnyard flocks.

To-day we find that there is a demand for fowl at a figure fifty per cent. over what it will be in the fall. The farmer who would market his poultry in time to meet this high price demand would find that there is something of more commercial value to the common domestic hen than to scratch her way through the summer into the autumn, when she comes into a market to compete with spring chickens and gets anything but a popular reception. The wise farmer finds a season for marketing all his products and now is the season to get the hen before the public.

AN ARGUMENT FOR GOOD EGGS.

THERE COULD BE no stronger argument in favor of the testing of eggs on the part of the farmers than the changes made in the prices on the Toronto market recently. Here we find that there is a further spread in the range of quality with the hot weather and that while the insistent demand for the guaranteed egg has sent the price even higher, such is the condition of the trade supplies that the price has receded on inferior stock a cent to two cents until there is now a difference of ten cents between the high and low grades in the market.

Here is the point for the farmer to consider—the merchant might pass it on. When the produce merchant buys eggs promiscuously he is getting some eggs that are worth ten cents a dozen more than others, but if he does not know the quality of the eggs, he must arrange his prices to protect himself and in this manner the man who supplies a larger percentage of good eggs is putting up the price for the man who may have many eggs of poor quality.

The solution from the farmers standpoint appears to be the using of the candling device. He then knows that his eggs are of good quality and he will usually find the dealer willing to pay the price which good eggs warrant on the loss—off basis—in fact dealers in Montreal have organized and taken a united stand that they will only buy eggs on this basis in the hot weather.

Retail dealers can get a supply of pasteboard candling devices free at any time for their farmer customers from the Department of Agriculture at Ottawa.

EDITORIAL NOTES.

THE GOOD MERCHANT measures his progress by his net profits, not merely his turnover.

• • •

THE MERCHANT WHO does not take time to read his trade paper is usually more interested in something apart from his business.

Paying More Than Wages*

Profit Sharing as an Incentive to Co-operative Effort in Selling—Which is the Most Effective Basis for Computing Profit-Sharing?—Data Gathered From 136 Merchants.

By George L. Louis.

THE final action in selling — the contact between clerk and customer—involves the most troublesome problem in retail merchandising. All the knowledge and skill, money and energy which have gone into the assembling and arrangement of stocks, into window display, advertising and the countless details of store service count for nothing unless the salesperson sums these up and expresses them in courteous, intelligent and interested service to the potential buyer.

How to make sure of that interest and applied intelligence — how to get the clerk to look at each customer and try to treat each customer as the proprietor himself would, is the crowning task in retailing. One way of solving it—according to the judgment and experience of hundreds of successful merchants—is profit-sharing. It is the purpose of this article to consider some of these successful experiments and to determine whether or not profit-sharing actually secures the co-operation and personal initiative among sales-folk which every storekeeper is seeking but which few attain.

I have just finished gathering data from one hundred and thirty-six merchants who have been practicing profit-sharing with their employees for periods varying from six months to five years. Inasmuch as every state is represented by these merchants, and as the small town, as well as the large city, and also the small, average sized and large stores are included, the result from the experiences of these one hundred and thirty-six stores can be accepted as fairly authentic.

Although quite a few of these stores have found that their particular methods of pursuing this plan have not brought the results anticipated, they are unanimous in cataloging it as the only feasible, practical means of linking a sales-force strongly with a store.

My almost daily contact by correspondence with merchants in nearly every state, and my frequent visits of investigation to retailers for manufacturer clients, have enabled me closely to follow and analyze the rotation of conditions that lead up to and climax buying action. All preluding sales incentives terminate in and are dependent upon the clerk behind the counter. Every means that has been utilized to arouse interest, to awaken desire, to impel action, be it advertising, window display, store environment, or any of the many other factors, are all for one purpose—to bring the customer face to face with the clerk. But if that clerk is not in hearty accord with the store and its interests, if that clerk is indifferent to the store's success, what is the probable result? Approximately forty yer cent. of possible sales are lost and at least fifteen per cent. of the sales that are culminated never have a "comeback;" that is, the customer is not so impressed or gratified by the treatment and service received that he or she goes back to the store to buy a second time or a whole series of second times.

When you consider what is done to smooth an uninterrupted path to the doors of a retail store, what thought, time, money are concentrated upon this one object, you realize how vitally important is the last act—the clerk's part—in the sequence of events that end with the exchange of money for goods. Given an indifferent, careless clerk, and all the preluding work that has incited the possible customer to go to a store in a buying state of mind, however effective this preliminary work may have been, will most likely be of no avail. The intimate contact between buyer and seller supersedes all foregoing influences and determines final action.

I have watched a great number of merchants attempt in a variety of ways to overcome the indifference of salespeople and win their friendly interest. I know of at least one store where each clerk was set to watch his fellow-clerks and was given rewards for reporting omissions of commissions that violated store rules. I have seen at other stores a most rigid code of regulations with heavy penalties exacted for any infringement thereupon; again, I have been in retail establishments where bribery, promises and flattery in all conceivable forms have been employed to gain the clerk's good will. Temporary success has rewarded some of these efforts. But nothing of a permanent, healthy nature has ever resulted from such attempts. The constant, heart-warmed interest of the clerk in the efficiency of the store's activities has never, to my knowledge, been gained by means which did not frankly take into account personal ambition and personal desire for gain.

Profit-sharing as an Incentive to Co-operative Effort in Selling.

Profit-sharing with employees not only seems to have solved this problem, but has been found to be triple-actioned in its accomplishments. In addition to its primary purpose and success in affiliating employees with a store, profit-sharing has been demonstrated to be a very influential advertising factor and of equal merit in inducing patronage. The right plan of sharing profits with employees removes the purely selfish interest of the employees in their individual sales and promotes a sincere concern on the part of each clerk for the prosperity of every department of the store.

Giving a bonus to a clerk for individual sales does not identify the clerk with the best interests of the establishment. He is then working for himself without regard for the profit or advancement of the store as a whole. True, if he is thus induced to work zealously for himself, he must of necessity work earnestly for the store; but he is very likely to do more ultimate harm for the store than good. This has been proven to be particularly true where a bonus has been given for selling "P. M.'s" stock that is old or hard to dispose of for one reason or another. The persuasive clerk does not find much difficulty in selling such goods; but the after-effect of a dissatisfied customer is always to the store's detriment. This was the first profit-sharing form that was introduced into retail selling. The attempts to develop this bonus-giving idea into a fixed profit-sharing plan have not been successful, as far as I can learn.

*Reprinted from "System," the Magazine of Business.

SALES *increases and less waste in sales energy follow when clerks say "we" instead of "it" and "they"*

ONE merchant figures that forty per cent of possible sales are lost and fifteen per cent of actual sales never have a "comeback"

Which is the Most Effective Basis for Computing Profit-sharing?

The one hundred and thirty-six merchants upon whose experience with the profit-sharing system this discussion is based, can be divided into three classes—those who share profits based on individual sales, on departmental sales and on the general sales of the entire store. Only eleven of the one hundred and thirty-six are using the first method at the present time; forty-one are applying the second method and eighty-four the last. Thirty per cent. of the eighty-four, who are practicing the last plan of profit-sharing, at one time used one or the other of the first and second methods.

Of the eleven merchants using the bonus-for-individual sales idea, the experience of a dry goods merchant in a Pennsylvania town is typical. It was in use in this store for nearly two years but has now been abandoned. Although it induced an active, aggressive interest in the clerks, it tended to separate them and their departments instead of forming a closer organization of the whole store.

"My clerks had never worked with me as I wanted them to, and as they should," the proprietor of this store told me in relating his experiences with this profit-sharing plan. "They timed themselves so they would get to work at the very last moment and they would rush out immediately when the closing gong was sounded. Instead of arranging their stocks to the best advantage and working together to keep their departments trim and inviting, they idled their time away. So I instituted a profit-sharing plan to counteract this indifferent and wasteful attitude of my clerks.

Drawbacks Attendant on Paying Dividends on Total of Individual Sales.

"The method I adopted failed to work out satisfactorily, though the basis idea is sound, and I am satisfied that some profit-sharing system will be hit upon sooner or later which will do the work. The plan I had used was to pay a percentage dividend on each clerk's individual sales. It got them hustling fast and earnestly, but in their anxiety for personal sales, from which they would get dividends, they used every means and all sorts of tricks to cut out the other fellow. They would hold customers as long as they could, try to sell them only the highest priced goods and would refuse to do anything for any other department, help dress windows or leave their sections for any other reason. You see they didn't want to lose a single sale. Well, it got so bad that I had to drop it altogether. Every clerk in my store was finally working against and fighting every other clerk. Disputes and quarrels were daily occurrences. But I am going to work out some plan of profit-sharing yet that will get them together on a basis of help and co-operation in making sales."

I found the same weakness in profit-sharing based on sales in departments. This method separates departments as the other plan separates the clerks. In the store of average size, where the clerks sell at several different counters department dividends are not feasible at all. In the forty-one reports which I have of the stores that share profits by department sales, serious gaps in the selling activities are apparent in each instance. To illustrate: I visited a men's clothing store in a southern Illinois town where this plan was in operation. I noticed one clerk who took his customer from the neckwear counter to the hat section, then to the clothing department. A sale was made at each place. The scowls of resentment that were very visible on the faces of the other clerks as they stood idly by while the customer was being led about by the fortunate clerk, showed plainly how they felt; and the determined manner in which one was seized when entering the store, surely did not have a pleasant or reassuring effect upon the customer.

Another serious effect of this system, I found, was that the departments containing the highest priced goods were enthusiastically boomed by the clerks, while other departments which had the lower priced merchandise were practically ignored. The manager of this store had not yet become aware of how his profit-sharing plan was disturbing in the salary each clerk received. The effect of this method of profit-sharing is well illustrated by my own experience in a fair sized department store in an Iowa city.

PROFIT-SHARING PLANS WANTED.

A Western retail dealer writes Canadian Grocer for methods merchants have adopted for sharing profits with their salesmen and how these methods have worked out. We would appreciate hearing from any Canadian dealer who is using a profit-sharing plan, with his complete system and his experience as to its success.

ternal conditions. In answer to a question, he said he was well satisfied with the results; but I doubt if he can operate this method very long and retain his clerks, or build up a well-balanced, steady trade. In every instance where there was competition of this sort between clerks or departments, I noted the same lack of organization purpose and a division of interests, which reacted on the sales-force to the detriment of the store.

How to Promote the "Get-together" Spirit in Increasing Store Sales.

The eighty-four retail stores practicing the plan of profit-sharing according to length or service or amount of salary of each employee, represent on the whole the most successful stores of the entire one hundred and thirty-six. Twenty-four stores of the eighty-four which shared profits on a broad, general basis, apportioned the profits according to the length of time each employee had been with the store. One California merchant told me that during the five years he had been using this method he had not been forced to discharge a single employee, and none had left him of his own volition. Forty-two of the eighty-four allotted the dividend according to

I went into this store to buy some handkerchiefs. After completing my purchase, the clerk, in a casual, but wholly cordial way called my attention to a display of neckties at the counter opposite. He explained that a new shipment had been received the day before and expressed his conviction that they were the richest quality silks and the most alluring patterns and colors that he had ever seen anywhere. "I'm sure you would enjoy seeing them, even if you do not care to buy a tie to-day," he declared. And before I could make up my mind whether I wanted to see the neckware or not, he had ushered me across the aisle to the department. There he addressed another salesman: "Mr. Thomas," he said, "will you show this gentleman those new four-in-hands that came in this morning?"

Well, I bought a tie and was going to leave when the second clerk asked "Have you seen the new feather-weight velour hats they are wearing this spring? We have them in some very attractive shapes and colors in the hat section." I was about to admit my ignorance and go over to the hat section which he was pointing out to me, when it suddenly came to me that I was being "passed

on'' in a very pleasant and effective fashion.

Paying Profit-dividends on the Ratio Set By the Clerks' Salaries.

These clerks, I saw, were all working together for the good of the store. I didn't go to the hat department; instead I immediately sought the manager and talked to him. He told me in answer to my interrogations, that this store was sharing its profits with its employees, not on the basis of individual or departmental sales but with the clerks as a whole. This was the plan; one per cent. of the store's total cash sales was given to the clerks and was proportioned according to the salary each received. Every dollar's worth sold throughout the store increased the dividend awarded to each clerk.

Let me quote the manager's own words, as he related the effect of his profit-sharing plan:

''We had the average grade of help. They were making all the money they could with the least amount of work until we began this dividend-paying policy. Now, we've got about sixty-five live, hustling partners who are almost as deeply concerned in this store as I am. Our sales have increased more than a third in eighteen months and the selling costs are considerably lower than before. We owe this all to the fact that we're sharing our profits with our sales force.

Putting a Premium on Sales Made to Cash Customers.

''This is how we do it: The twenty-dollar a week clerk gets twice as much in dividends as the ten-dollar a week clerk. No matter who makes the sale or from what department it is made, they all get their percentage of the sales. Even if the sale should not bring a profit to the store, they get one per cent. on every dollar's worth that is sold. But this dividend is allowed only on cash sales that are made.

''This induces the clerk to give better service to cash customers and not to overdo their service on credit accounts, as they are inclined to do. When a clerk is absent from the store, we deduct his dividend earnings accordingly. This includes his vacations. You ought to see how regular they are in their attendance. They seem to be able to overcome such ordinary indispositions as headaches, toothaches and the like, which formerly kept them from their work one, two, or three days at a time. And the main thing is that we are getting as near to perfect service from our clerks as you could ask.

''But the effect of our profit-sharing plan is not confined to our employees alone,'' he went on. ''It's been worth a good deal to us in the free and influential advertising it has given to the store. When I began it, all the newspapers had long articles about it. In our daily advertising we never forgot to mention that our employees share our profits. The public likes the idea. They are glad to know that the clerk who waits upon them will get some of the money they spend, as well as the other help.

''It has brought our employees so close together, all working for their mutual benefit, and it has brought me and other members of the store so close to our clerks, that we have formed a social organization. We meet once a month at a dinner, have various entertainments and talk shop. The profits we share with our employees has gained for us a good will and whole-souled interest that we were unable to get in any other way. I consider this the very best investment we have ever made. It is paying one hundred per cent.''

The quiet, skilful way in which customers are ''passed on,'' as in my own experience, and as I afterward had an opportunity of studying, shows how earnestly and successfully each clerk is working for this merchant. During the entire afternoon which I spent at this store, I did not see half a dozen persons who entered leave without making one or more purchases. And it usually was more than a single purchase in each case.

Bonus Payments When Individual Sales Increase Over Previous Year.

The remaining twenty of the eighty-four stores share profits computed upon the increase in personal sales. In a few instances the bonus or commission amounts to two per cent. of the net increase in sales as compared with the corresponding period of the previous year. Some of these concerns give a profit bonus based upon the yearly or half-yearly increase of sales; others upon a monthly or even weekly increase. It has been clearly shown that the oftener such bonuses are distributed, the more zealously and heartily the clerks respond to the incentive offered by these extra dividends.

One St. Louis store reports a 20 per cent. general yearly increase since the plan of paying a bonus on monthly sales increases has been inaugurated. In one section, in April of this year, the six salesmen earned bonuses amounting to $79.60, which indicated a total increase for the section of $3,980 for a single month. Two of the six received almost half of the total, one man earning $20.38 in addition to his regular salary, the other $19.10. In fact the head of the section was the only man in it who did not capture a bonus. In addition to the money reward, the winning of a monthly bonus, in this store, entitles the salesperson to an extra half holiday.

This is profit-sharing in the narrowest meaning of the word, because it divides with the clerk who makes the sale a respectable slice of the profit accruing from it. The danger in this particular method, as I have already suggested, is that it puts a premium on individual effort without providing any balancing influence to keep the spirit of team-work in the department or section alive. If this compensating influence can be supplied, through the personal influence and enthusiasm of the department head, for instance, the bonus method has the distinct advantage of giving the clerk a direct individual incentive to work harder and furnishing the owner with a definite and certain basis for computing each salesperson's dividend.

This method of gaining the sincere, hearty interest of employees is being practiced by many retail establishments in large cities with equal success. The owner of a large men's clothing and furnishing store in Chicago told me that profit-sharing was the only way that a blood-bond could be created between a store and its employees. He said before his store inaugurated this practice, clerks would be heard to refer to the store as ''it'' and the organization as ''they''; but since the profit-sharing began, they all have made themselves real partners of the concern. Now they think and speak of the store as ''ours'' and the organization as ''we.''

I am convinced by the results that I have been shown and have personally observed that profit-sharing is the quickest, the most economical, the surest and most effective method of metamorphosing the indifferent, thoughtless employee to a keenly interested, active co-partner in the business.

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A suit for $10,000 damages against the Sandwich, Windsor and Amherstburg Railway Company was filed by attorneys, representing a Windsor, Ont., grocer. The suit is an outcome of a long-standing loop line controversy, which has been occupying the attention of the City Council and railway company for some time.

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The Department of Agriculture at Washington makes the following forecast with regard to the apple crop:—A heavy yield in Maryland and in North Carolina; the finest crop in the history of Colorado; an unusual crop in Michigan; good crops in Virginia, Georgia and South Carolina; and prospects in other states generally good, or above the average.

Some Knotty Newspaper Advertising Problems

Should Aggressive or Conservative Talks Be Used?—Should Space Be Given to Regular Goods or Special Lots?—Is Catering to the Regular Trade Rather Than to Transients Preferable?—One Man's Opinion.

Reported by Staff Correspondent.

ONE of the several addresses given before the Retail Division of the Associated Advertising Clubs of the World at the recent Toronto convention was that by Frank T. Black, of the advertising department of Filenes, Boston, Mass., a man with a wide experience in the various phases of newspaper advertising.

Mr. Black discussed the following questions:

1—Should a department store split up its advertising, running each department separately; or is it better to group the departments in one large "ad"?

2—What percentage of the advertising space, if any, should be given to editorial advertising?

3—Should the tone of the advertis- be very aggressive or conservative?

4—Should the bulk of the space be given to the advertising of special lots or to regular stocks at regular prices?

5—Should comparative prices be used?

6—Should the character of the copy be such as to cater chiefly to transient readers or to a regular permanent audience?

7—Should the advertising be illustrated and should the illustrations reproduce the actual merchandise supplied?

So far as the retail grocer is concerned, it is not necessary to go into all these questions, but the discussion on many of them will probably bring out new thoughts which will be of value to all. Question No. 3, "Should the tone of the advertising be very aggressive or conservative?" is one that will appeal to every dealer who uses newspaper space, handbills, showcards, or streamers.

"In propounding this question," said Mr. Black, "I had in my mind two distinct classes of retail copy:

First, the class that says "To-morrow when the doors open at 8.30 we inaugurate the most stupendous, epoch-making economy event," etc., etc.

Second, the kind of copy of which a better composite representation would read, "This store has for sale," etc.

There seems to be little choice here. As purchasers we all prefer to be tempted rather than to be sandbagged.

And yet we venture to say there are more stores—large stores—in this country to-day using class No. 1 advertising than there are using the second class.

"Aggressive," meaning "to fight, to quarrel, to attack"—is there anything in the meaning of the word in harmony with service, with the recognized mission of the modern store?

On the other hand, we have "conservative," meaning "the desire or power to preserve." Isn't that what we all desire, to preserve our friendly relations with our public—to preserve or conserve our mutual interests?

Good advertising "preserves" rather than "attacks"—tells what "the store can do" rather than what the "customer must or should do"—is a guide to the buyer rather than a spur, a leader rather than a driver.

Effective publicity dwells not in the aggressiveness of the language; the size or blackness of the type. But largely in the degree of intent or willingness to serve behind the publicity does its power dwell.

Advertising that helps the buyer to buy rather than advertising that sells—in such small distinctions lies the difference between success and failure.

Many Lured on Rocks of Disaster.

Question No. 4 will also be of interest. "Should the bulk of the space be given to the advertising of special lots or to regular stocks at regular prices?"

One man says, "Why talk about regular things. Use all your space for the extraordinary, the bargain. Everyone is keen to save money."

The other says, "Everybody is yelling bargains. I want to be different. I will talk good staple things at fair prices. My very modesty will attract."

Both are right. Everyone is keen to save money—but not at the expense of everything else. There is a time and place for everything—including bargain advertising.

I know a store selling nothing but apparel. It is a highly specialized store, dividing its stocks into many divisions and expecting the head of each division to know all there is to know about his or her branch of apparel. At the height of the season, when these experts have scoured the markets of the world for the best and newest and gathered the fruits of their work together for all to see, **that** is big news—bigger than any temporary price advantage on a limited lot.

Later, perhaps, when the newness has worn off, when there are gaps in the merchandise ranks, when the public are supplied save those who have waited from motives of economy—**then**, the bargain comes into its own.

Style, fit, assortment, price—that is the order in season. Price, style, fit, assortment—so the ranking of publicity items runs after the season's zenith.

There are exceptions. I know another store that deals in nothing but bargains—a store that cares nothing for assortment—that has no regular stocks or prices. Yet even in that store the plan, the scheme that makes these constant bargains possible is a greater attraction, a stronger talking point than the bargains themselves.

The bargain siren has lured many an advertiser to disaster on the rocks. It seems but common sense to suggest that expensive newspaper space can be used with greater profit to feature something that can be supplied as well a week or a month later, than when devoted to opportunities of which many of the people we pay to reach cannot avail themselves, because of the time limitation alone, if for no other.

Transients or Regular Readers.

Many dealers have pondered over the question—"Should the character of the copy be such as to cater chiefly to transient readers or to a regular permanent audience?"

Mr. Black treated it as follows:—The question was prompted by a pet theory of my own, which I will present here as my answer to the question.

My theory is—

—that every reliable store has its own following.

—that it is a store's duty and privilege to keep that following informed as to style, value and other merchandise features and changes.

—that the store doing this most thoroughly will soon have the largest following.

(Continued on page 36.)

Equipment for Provisions in a Large Store

Description of Department for Meats in the New Walter Paul Store in Montreal—Cost of Refrigeration—Phone Trade Large, and Provisions Go Out With Groceries.

FITTING up a thoroughly modern provision department in the grocery store requires careful consideration of the problem of the best and most convenient methods of refrigeration; and where there is a demand for large cold storage accommodation, where there is an opportunity for convenient installation as in a new building and where there is capital available for the purpose, there are some advantages in having ice machinery. Such a refrigerator is that which has been placed in the new grocery store of Walter Paul, Montreal, a store which ranks as one of the finest in the city and one of the most splendid retail establishments in Canada.

The provision counter occupies a prominent position in the Paul store and it is a retail establishment in which the service of the many patrons—representing the best possible trade in the city—has been given the first consideration.

Behind the counter the refrigerators are located, occupying the greater portion of one side of the large and commodious premises. Here is a specially constructed cabinet for the handling of butter, milk, etc. At the top are vertical glass doors below which there is a flat counter kept cold by glass covers which can be rolled back. Below again are more doors of wood where additional supplies can be stored.

The main refrigerator is fronted with plate glass—or rather three glasses to maintain the temperature without frosting—and this glass being flush with the wall has the appearance of a good-sized show window through which the different articles on display can be seen.

Further down the side of the store again is an additional storeroom, in which a different temperature may be maintained, if desired. This portion is fitted with a plain wooden door, the idea being to keep in it stocks which will be in the nature of a reserve, as well as a large number of imported and domestic brands of cheese.

Regulating the Temperatures.

An inspection of these refrigerators and a talk with the employees of the provision department give a good idea of some of the conveniences of an ice-making plant. The temperatures can be maintained at any degree of cold and this can be varied to suit the circumstances of the contents of the compartments merely by the turning of a valve which regulates the flow of the ammonia mixture through the pipes which are fitted to the inside walls.

The ice plant is located in the large basement of the store and occupies a comparatively small space. It is operated by an electric motor and Canadian Grocer's representative was informed that it took very little trouble, the mere changing of a valve cutting off or increasing the flow of liquid through the pipes.

Change Liquid Once a Year.

The machinery installed in the Paul store is claimed to operate for a year without exhausting the supply of ammonia composition in the pipes. It has already been in operation about three months and has given little trouble while there has been every satisfaction with the manner in which the cooling has been carried on. The operation of the machinery is almost noiseless and there is no sound from it whatever to be detected in the store.

The Question of Cost.

The installation of the plant referred to, Canadian Grocer understands, represents a couple of thousand dollars. This is a large initial expenditure but let us see what it means to a big establishment like this. Previously Mr. Paul had a store on the main street of the city and a branch where the new store is located and his annual ice bill for the two stores was in the neighborhood of seven hundred dollars.

Now if the supply of ammonia placed in the machine will only have to be replaced annually it can be easily seen that the investment promises to be a paying one in the long run and there is something to be said for the convenience of a plant of this kind as compared with filling large ice boxes.

Equipment for Service.

A feature of the provision counter in this store is the fact that although it is not large there are two modern slicing machines installed and also a modern cheese slicer which automatically cuts the cheese to the required weight, the mechanism being adjusted to the size of the cheese.

Another manner in which the idea of service is emphasized is the fact that on either end of the counter there is a telephone—seven phones being installed throughout the store in all.

A large portion of the trade—in fact the bulk of it—is done by telephone, and this fact makes the provision department a very essential as well as a very important one.

The delivery of provisions is made with the regular groceries, and by this means promptness is assured, for seven wagons are usually on the streets and in addition there is a special motor service making three trips a week down the lake shore as far as St. Annes, a distance of thirty miles, which is a great convenience for those who spend the summen on the water-front and who can phone in their orders.

SOME KNOTTY NEWSPAPER ADVERTISING PROBLEMS.

(Continued from page 35.)

—that from this permanent following every store secures a very large, perhaps the largest part of its response to daily advertising.

—that violent display and startling headlines are more annoying than gratifying to that following, which can be trained to follow the advertising of its favorite store in almost any readable form in which that store chooses to present it. (This is my way of accounting for the uniform success of widely differing styles of store publicity.)

—that this faithfulness does not give any store license to make its publicity dry as dust or lacking in interest or information.

—that failure to recognize this last fact will soon result in a dwindling audience.

—that the store discharging its news-telling duty most carefully and conscientiously will gradually add to its following by recruiting from former adherents of less diligent stores.

—and that this store will, in this way, build up a following larger and more permanent in character than any that it is possible to build up by sensational display advertising.

It is my personal belief that the big, broad, profitable view to take of retail advertising is to look upon it as a service owed by a store to its friends—to consider it a duty to provide those friends with the information necessary to enable them to shop in haste, comfort, and with satisfaction.

THE CLERKS' DEPARTMENT

CLERK AT AGE OF 84.

Henry G. Storer, of East Syraeuse, N.Y., is said to be the oldest groeery elerk in New York state. He is eighty-four years old, and yet he never misses a day from his duties behind the counter.

"First and foremost," says a writer in referring to this remarkable age, "we would be willing to wager that this venerable elerk is and always has been a salesman. If he had been just a elerk he would not have remained even a elerk all these years. No incompetent person ean hold a position for a lifetime unless he makes good. Presumably Mr. Storer has not used any considerable part of his employer's time in watching the eloek and looking forward to elosing time, and presumably, also, this venerable and faithful elerk has found it just as easy to arise in the morning at a eertain hour as ten or fifteen minutes later. It would not seem by any proeess of reasoning that the absenee of beauty sleeps, in his ease, has shortened his life, and undoubtedly his faithfulness and the appreciation of his employer has rendered it unneeessary to seek justice in the union. It seems to us that Mr. Storer stands prominently outlined against the ripe years that have drifted past as an example of one who has riehly merited the biblieal words, "Well done, thou good and faithful servant," and we hope that his ears have heard this many times and that they will hear it many times more. We wish Mr. Storer many more years of vigorous, useful, happy life. He surely deserves it."

SPEED VS. RESULTS.

The young workers, and some old ones, are apt to think that the man who makes the most motions per hour has attained the height of human effieiency. Nothing could be more erroneous. It is not speed that eounts; it is results. The leng-legged ostrieh appears rather speedy to the easual observer as he lopes over to his favorite sand heap and inserts his head in the same to keep out of the hunter's way, but the result is to laugh. If the fast workers could only learn to slow up on their hands and whip up above the ears many ineidents that are to serve as warning to future generations would never feel the searehlight of fame.

The motion, the aet, the speeeh that is thought out before it is ushered into the world is the one that gets results.

BLUFF ANSWER DIDN'T WORK.

Up to ten years ago it was an axiom that salesmen in the paeking house business in Chieago, says a writer in Business, should be guided by one of four rules laid down by one of the heads of the industry, a brusque man who was also democratie in his ways.

A bright, manly-looking ehap entered the office one day when he was very busy.

"Good morning," he began politely.

The paeker gave him a hasty glanee.

"Well, what the blankety-blank-blank, do you want?" he growled.

"I want eivil treatment, and I want it blankety-blank-blank quiek," eame the sharp answer.

"Oh!" The packer looked up in surprise. Modulating his voiee a trifle, he asked: "What ean I do for you?"

"I want a job as a salesman. I have worked as a butcher. I have worked in the packing house, and I have sold smaller lines to the meat trade. I have referenees to prove that I deliver the goods, and I have them with me. I want to get into a bigger field, and I am here to make good. Have you got a job open?"

"If we haven't, we'll make an opening for you. Report to the sales manager Monday morning."

As the young man started to leave the offiee the brusque old paeker ealled him back.

"Do you know why you got the job?" he asked.

"No, sir."

"Well, you have the three essentials that make a good salesman. I'll point them out to you, so you'll remember 'em. First, you don't think any man is better than you are, and you have the nerve to stiek to it. Seeond, you knew the good points of what you had to sell. Third, you stated them in the fewest possible words. I'll add a fourth—get out before I change my mind."

The salesman behind the counter should familiarize himself with the Adulteration Act. Food inspeetors are active these days.

THE ENCYCLOPEDIA

Cinnamon Spice.

Cinnamon is the spicy bark of young branches of the einnamon tree eut off in strips and dried in the sun, eurling during the proeess into the quills with which the consumer is familiar. Ceylon einnamon is obtained from a treе, native to Ceylon but also eultivated to some extent in the East Indies. Cassia einnamon is from Cinnamomum Casia, the chief East Indian and Chinese type. Both kinds are sold, both in quills and ground.

Ceylon einnamon is a commodity of value and the eause of many wars and mueh bloodshed. It was first earried to the world's markets by Arabs, who kept its source a elose seeret for a number of eenturies and contrived to discourage possible investigators by stories of fahulous monsters inhabiting the country from which they were supposed to obtain it. That the tree grew wild in Ceylon was not generally known until the fourteenth eentury, in spite of the fact that the spice had been continuously in use sinee the early days of Israel, Greeee and Rome.

Ceylon einnamon is of a pale yellowish-brown color and generally of lighter, eleaner and smoother appearanee than Cassia. The quills (the smaller enelosed in the larger) are also usually thinner and more tightly rolled, but these distinetions are not absolute, as there are many different grades of Cassia.

Cassia einnamon was until reeent years eonsidered an inferior imitation, prineipally beeause the greater part of the supply eonsisted of the inferior and poorly prepared China produet. It has, however, just as good botaniеal title to the general name of "einnamon" as the Ceylon type, and, as the result of the fine quality now exported from French Cochin-China and the Dutch East Indies, it is to-day given the preference in some countries beeause its flavor is more pronounced and more lasting—the Ceylon is milder and so much more volatile that it loses readily on exposure to air. The demand for Ceylon einnamon has indeed so lessened that eommereial interests are urging the eultivation of Cassia in Ceylon in order to maintain the island's position in the trade.

CURRENT NEWS OF THE WEEK

Quebec.

E. Marleau & Cie., grocers, Montreal, have registered.

R. T. Venn has resigned his position as Montreal branch manager of Corneille David & Co., and is taking a position as sales manager with the Mooney Biscuit and Candy Co., at St. Henry, Que.

Packers and growers of prunes in California report the appearance of cracked fruit. This is not at all general, but it has been observed in a good many orchards. Prune picking has begun in some places, and the growing crop looks fairly good. From last reports the prune market at the coast is easier. The war, of course, may have a strengthening effect on the prune situation.

Ontario.

Bannister's Grocery, Toronto, is giving up business.

Robt. Jackson, grocer, Hamilton, Ont., has sold his business.

Thomas French, a Bancroft, Ont., grocer, suffered a fire loss recently.

Mrs. M. Grisdale, grocer, Wingham, Ont., has disposed of her business.

The St. Mary's Milling Co. succeed G Carter, Son & Co., in St. Mary's, Ont.

W. H. Millman, of W. H. Millman and Sons, Toronto, has been enjoying a rest at Muskoka.

A. J. Smith, a Walkerton, Ont., general merchant, is selling out and will move to Toronto.

The Hinde & Dauche Paper Co., Toronto, sustained a slight fire loss recently; insured.

Buck & Lautenschlager, general merchants, New Dundee, Ont., sustained a fire loss recently.

Windsor, Ont., merchants are considering a formation of a branch of the Retail Merchants' Association.

The Galt, Ont., merchants' picnic last week was a big success. About 1,500 people took in the trip to Waterloo.

W. H. Wilson, sales manager of the MacLaren Imperial Cheese Co., Toronto, has gone west on a three weeks' trip.

J. H. Marshall, grocer, Niagara Falls, Ont., was in Toronto on Tuesday and called at the office of Canadian Grocer.

The formal opening of the New Toronto civic abbatoir was held on Tuesday last. One of the officials in the operation of this plant is W. C. Miller, formerly in the grocery business in Toronto.

John Scott has sold out his interest in the wholesale grocery of John Scott & Co., Windsor, Ont., and will retire from business. He founded this firm about a quarter of a century ago. For a number of years Harold Boulton has been connected with Mr. Scott and now has joined hands with F. J. Hutchins, of London, in taking over the business, which will be conducted under the name of J. Scott & Co.

Western Canada.

Geo. G. Hacker has succeeded T. F. Higgins, grocer, Regina, Sask.

The stock and fixtures of the estate of Adam Hunter, grocer, Winnipeg, have been sold.

J. A. Stewart, general merchant, Vanguard, Sask, has sold his Hazenmore branch to C. H. Griffiths.

John A. Blair, Victoria, B.C., is opening a grocery store in the new block being erected on Yates street.

Some Vancouver grocers are objecting to the early closing by-law passed recently by the council. They want the grocery trade exempt.

The retail merchants of Saskatoon, Sask., at a recent meeting deplored the fact that the local market should be run free of expense and in direct competition with the merchants who have high rents and other expenses to pay.

OPENING AN EGGERY IN SPAIN.

In a letter from a traveler in Spain to a friend in this country, appears the following interesting paragraph about eggs:

"If I can't do justice to Toledo and its cathedral, perhaps I can venture a word about the opening of an egg store, which took place in front of my quarters in Madrid on the night of my return. Just as I was ready to turn in I heard a band in the street below, and a great din in general. I asked the family what on earth was the matter, and was told that a new 'huevaria' was being inaugurated.

"In Madrid the retail trade is specialized to such a degree one must almost buy hooks in one shop and eyes in another, and no store keeps eggs but an 'eggery.' The inauguration ceremonies of this particular establishment were very elaborate, and kept up, to my great discomfort, a good part of the night. The inaugural ball was not suppressed, neither was any grape juice provided. Wine was served free to all who looked as if they might be in the market for eggs, and the dance was ardently attended by all the servants of the neighborhood, who danced on the sidewalk and in the street to their hearts' content. The family told me that this was the usual custom in Madrid, and that no self-respecting shop could be opened without it, and that it was not at all confined to 'eggeries,' as I had at first supposed."

THE GROCER.

By Walt Mason.

The grocer sells the things we eat—all sorts of things, in reason; the pickle sour and honey sweet, and garden sass in season. He sends things where his patron dwells and strange it seems to many he doesn't eat the goods he sells, to gain an honest penny. He has his window filled with fruits that came from distant regions, from countries where the warthog roots and jaguars roam in legions. The treasures of some far-off clime—no royal store could beat them! And still I wonder, all the time, just why he doesn't eat them. With dates from Araby the blest, and figs from Asia Minor, the smiling grocer does his best to please the western diner. Imported things upon his shelf, spaghetti, cheese and noodle; if I were he, I would, myself, consume the whole caboodle! The grocer reaches south and north, and east and west he reaches, for all the eatables of worth, the canteloupes and peaches; the new potatoes and the peas, the condiments and sauces, the Chinese eggs and sweitzer cheese, which oft are total losses. I'd hate to sell such tempting things; if patrons came, I'd greet them, and say, "They're not for sale, by jings, for I intend to eat them!"

Upheaval of Many Prices Caused by the War

Sugar, Flour, Cereals, Rice and Beans Are Up, and Prices on Many European Lines Withdrawn — Importers of Cream of Tartar, Nuts, etc., Scarcely Know Where They Are At — Curtailment of Shipments, War Risks, Increased Freight Rates, and Advance in Rates of Exchange Playing Their Parts.

NO branch of the retail store has been or will be more extensively, directly and quickly affected by the outbreak of war in Europe than the grocery business. In a crisis of this kind, with the neglect of agriculture and the insistent demand for food stuffs, not to mention the difficulties and increased cost of transportation, insurance, exchange, etc., there is naturally a rapid advance in prices.

From the present outlook the future is so uncertain and the scope of hostilities is so extensive that the trade is entirely at sea. So far as prices are concerned the commodities which are directly affected have advanced so rapidly that the market is now without foundation and no one can foretell to what heights figures may go. Wholesalers are generally taking orders at the market and consignments are being confined to small bounds; in some lines nothing more than a case will be delivered to one customer.

Generally speaking, the outlook is not a serious one in Canada so far as supply is concerned. There is little need for anxiety as regards staples, for this country produces much more than is consumed and there is an open border to the south. The United States will probably be the clearing house for food supplies in the event of a big European war, and Canada should have no trouble in getting what she needs even with England involved. This should apply to many imported lines as well. However, we may have to pay the price, not only for the foreign commodities but for the home-grown as well, if England begins to call upon us for supplies.

Naturally, flour was not long in following the advance in wheat. So far the increase in price seems fully justified; in fact even a greater increase could have been made on the basis of raw material. The increase was delayed on account of there being no prospect for export and poor business in Canada, but when it did come there was an awakening in the trade and Monday was one of the biggest days in the history of Canadian milling, so far as domestic trade is concerned. Following the advance came the announcement that England would assume the war risks on flour consignments so as to get supplies, but there was no immediate sign of this taking place so far as the trade was concerned, and on Tuesday there was nothing coming in the way of orders from the other side of the water. If England starts to take Canadian flour still higher prices may result.

Sugar advanced on prospects of neglected crops in Europe and transportation difficulties; canned meats, rice, oatmeal, beans, peas, went to much higher levels in view of the general demand for food stuffs. French peas and sardines were advanced on account of difficulties of transportation and alimentary pastes went up on account of relations with France and Italy. Dried fruits and nuts are on the up grade, prices being withdrawn in many cases.

The tea market is unsettled. Three advances of 2c each are announced on London cables, and this applies to Ceylons and Indias particularly. In Canada opinions are divided as to whether importations can be made via Vancouver. In any event we should be able to get supplies from Japan either direct to Vancouver or through the United States. Coffee and spices should not be affected except by outside influences, but in all the markets there should be taken into consideration prospects for higher costs of transportation, increased rates of ocean insurance, higher exchange, etc.

Markets in Brief

QUEBEC MARKETS.

GENERAL GROCERIES—
- Prices going up rapidly.
- Canned meats advance strongly.
- Sugar is up 10c.
- French peas $2.
- Beans, peas, rice, etc., take big jump.

FLOUR AND CEREALS—
- Flour advanced 30c.
- Further advances looked for.
- Rolled oats and corn meal up 10c.
- Mill feeds advance $1.

PRODUCE AND PROVISIONS—
- Higher prices looked for.
- Pure lard is firmer.
- Fresh eggs advancing.
- Butter is very firm.

FISH AND OYSTERS—
- War may affect imports.
- Salmon getting scarce.
- Prices for fresh varieties higher.

FRUITS AND VEGETABLES—
- Raspberry season about over.
- Big crop of apples.
- Local vegetables cheaper.

ONTARIO MARKETS.

GENERAL GROCERIES—
- Sugar up 10c.
- Beans rise 40c bushel.
- Advance of 50c hundred in rice.
- Canned meats higher; some prices withdrawn.
- Future prunes up.
- Future prices on Europeau nuts withdrawn.

FLOUR AND CEREALS—
- Flour higher by 30c bbl.
- Cereals advance—rolled oats, oatmeal and cornmeal.
- Mill feeds firmer.

PRODUCE AND PROVISIONS—
- Some declines on Chicago market due to stop in shipments.
- Butter higher here.
- Bacon and lard unchanged.
- Eggs a shade firmer.

FRUITS AND VEGETABLES—
- Lemon market firm.
- Potatoes hold last week's price.
- Good crop of tomatoes and cucumbers, and prices easier.
- Many domestic fruits still on market.

QUEBEC MARKETS

Montreal, Aug. 6.—War has created unprecedented conditions in the grocery markets. Quotations are either without foundation or on a very unstable basis—in fact, it would be better to consider the market as practically without prices, for changes come so quickly. Nobody knows what the future may bring, any more than anyone can foretell the developments of the international puzzle. Orders are generally being accepted to be filled at the market, and in many cases nothing more than a case at a time will be shipped at the price. Wholesalers report that they have fair stocks on hand,

but they were in no way prepared for what has happened. Had they been given fifteen days in which to place orders and get consignments on the water they would have been in a much better position.

Price advances have been made in departments directly affected by the war—either foodstuffs, which will be in strong demand, or imported stuffs, the production or shipping of which will be interfered with. Canned meats, French peas, dried vegetables, rice, flour, sugar, tea, etc., have all been materially advanced, and no one knows where the prices will go. On the other hand, other general lines are firm, and although prices are holding, they are only nominal, and likely to be advanced at any moment in sympathy with conditions and under the influence of the higher cost of transportation, insurance risks, exchange charges, etc.

Luxuries are going to be chiefly affected, and if the war continues there may be many very plain Christmas dinners—but there is no danger of a shortage of staples, although we may look to pay higher prices as the demand increases and the market advances.

SUGAR.—An advance of 10c has been announced by refiners, and there has been heavy buying on higher quotation; the situation is now strong and future uncertain. Present outlook is for higher prices, with prospects for continued hostilities. Market is not only influenced by the interference with the beet crop in Europe, where war has broken out, but refiners feel that they have no guarantee as to deliveries from foreign ports, and shipments from Cuba and the Indies may be seriously interfered with in the event of conflict involving England.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	4 55
20 lb. bags	4 65
2 and 5-lb. cartons	4 85
Second grade, in 100 lb. bags	4 40
Yellow Sugars—	
No. 3	4 50
No. 2	4 60
No. 1	4 15
Extra Ground Sugars—	
Barrels	4 95
50 lb. boxes	5 25
20 lb. boxes	5 35
Powdered Sugars—	
Barrels	4 95
50 lb. boxes	5 15
25 lb. boxes	5 15
Paris Lumps—	
100 lb. boxes	5 30
50 lb. boxes	5 50
25 lb. boxes	5 60
Crystal Diamonds—	
Barrels	5 35
100 lb. boxes	5 50
50 lb. boxes	5 60
Cartons and half cartons	7 15
Crystal Dominoes, cartons	7 25

DRIED FRUITS.—No advances have been made in this market at time of writing, but quotations may be considered as nominal, with changes upward likely to take place at any time. Prunes and raisins will be directly affected by the war, and shipments of currants, figs and dates will no doubt be interfered with in the event of hostilities being continued. In addition, general market conditions would affect the prices to some extent all along the line in common with all foodstuffs.

	Per lb.	
EVAPORATED FRUITS.		
Apples, 50-lb. boxes	0 11	0 11½
Nectarines, choice	....	0 11
Peaches, choice	0 09	0 09½
Pears, choice	0 14	0 15
Apricots	0 16	0 20
DRIED FRUITS.		
Candied Peels—		
Citron	0 15	0 16
Lemon	....	0 10½
Orange	....	0 11½
Currants—		
Amalias, loose	....	0 07
Amalias, 1-lb. pkgs.	0 07½	0 08½
Fillatras, fine, loose	0 06½	0 07
Dates—		
Dromedary, package stock, per pkg..	0 06½	0 10
Fards, choicest	....	0 11
Hallowee, loose	....	0 05½
Hallowee, 1-lb. pkgs.	....	0 07½
Figs—		
Finest, 6 crown, about 12 lbs.	0 13	0 13½
Same fruit, 5 and 4 crown, 1 and 2 cents less.		
Prunes—		
40 to 50, in 25-lb. boxes, faced	0 12½	0 13
50 to 60, in 25-lb. boxes, faced	0 11½	0 12
70 to 80, in 25-lb. boxes, faced	0 10	0 10½
80 to 90, in 25-lb. boxes, faced	....	0 09½
95 to 180, in 25-lb. boxes, faced	0 06	0 06½
60 to 70, in 25-lb. boxes, faced	0 10½	0 11
Raisins—		
Malaga table, box of 22 lbs., according to quality	2 75	6 00
Muscatels, loose, 3 crown, lb.	....	0 08½
Sultana, loose	....	0 10
Lower grades Sultana, 1 lb. pkgs.	....	0 11
Valencia, new	0 06	0 06½
Seeded, fancy	....	0 10½
Seeded, choice	....	0 10

Prices quoted on all lines of fruits liable to be shaded for quantities, according to the state of the market.

SPICES.—In this market there have been no advances made as yet, but jobbers will hold orders well within bounds; oil of lemon has gone up 50c in the drug trade, and this is an indication of what might be expected with commodities from the war zone. However, most of the spices should be received as usual, unless hostilities extend over a larger zone than now seems probable, and the price influences will be outside and relate to such matters as exchange and insurance. Cream of tartar is the only commodity which will be affected at once, as this is imported from France.

	5 and 10 lb. Tins.	¼ lb. pkgs., doz.	¼ lb. tins, doz.
Allspice	14—17	60—0 70	70—0 80
Cassia	22—27	72—0 90	80—0 90
Cayenne pepper	25—30	72—0 90	90—1 15
Cloves	30—35	1 08—0 95	..—1 08
Cream tartar	28—33	..—1 00	.....
Curry powder	..—35	.....	.....
Ginger, Cochin	18—20	.....	.....
Ginger, Jamaica	22—27	65—0 85	75—0 95
Mace	75—1 00	.....	..—2 75
Nutmegs	25—30	90—0 00	1 60—2 50
Peppers, black	18—20	67—0 75	80—0 90
Peppers, white	28—29	95—1 10	1 10—1 20
Pastry spice	20—27	65—0 95	75—1 10
Pickling spice	14—18	65—0 00	75—0 00
Turmeric	16—18	.....	.....

	Barrels	Pails or 3 cents
Range for pure spices according to grade, boxes 2 cents per lb. below tins.		below tins.
Cardamon seed, per lb., in bulk	1 80	2 26
Carraway—		
Canadian, per lb.	....	0 10
Dutch, per lb.	....	0 15
Cinnamon, Ceylon, per lb.	....	0 50
Mustard seed, per lb., in bulk	0 15	0 18
Celery seed, per lb., in bulk	0 30	0 35
Cayenne Chillies	....	0 25
Shredded cocoanut, in pails	0 18	0 20

DRIED VEGETABLES.—In no department have the price advances been more emphatic than with regard to dried vegetables, these being a commodity which would come into strong demand as the war continues. Beans and peas have gone up 60c a bushel, and barley has been advanced an even dollar.

Beans—		
Hand picked, per bush.	3 00	3 10
Canadian white, per bush.	2 70	2 95
Yellow, per bush.	....	3 35
Yellow eyes, per bush.	....	3 85
Lima, per lb.	....	0 09½
Peas, per busbel	2 85	3 00
Peas, Imperial green, per bush.	....	3 10
Barley, pot, per bag	....	3 80
Barley, pearl	....	5 00

MOLASSES.—Molasses should not be directly affected by the war conditions unless the trouble should continue until the new crop comes. Stocks are practically in the hands of the wholesalers, and they will have control of prices.

Barbadoes Molasses—	Prices for Island of Montreal. Fancy.	Choice.
Puncheons	.30	.28
Barrels	.33	.31
Half barrels	.35	.33

For outside territories prices range about 3c lower per gallon than for delivery, Island of Montreal.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—	
Barrels, per lb., 3½c; ½ bbls., 3¾c; ¼ bbls.	0 04
Pails, 38½ lbs., $1.85; 25 lbs.	1 35
Cases, 2 lb. tins, 2 doz. in case	2 60
Cases, 5 lb. tins, 1 doz. in case	2 85
Cases, 10 lb. tins, ½ doz. in case	2 75
Cases, 20 lbs. tins, ¼ doz. in case	2 70
Maple Syrups—	
Pure, per 8½ lb. tin	0 75
Pure, in 15 gal. kegs, 8c per lb., or per gal.	1 00
Maple sugar, pure, per lb.	0 10 0 11

RICE.—There was a spring from the low bottom in the rice market with the announcement of general war threatening and the opening of hostilities on a broad basis. Not only would shipments of rice be interfered with, but prices will rapidly advance with the demand for supplies. The advance made so far is ½c lb.—50c the hundred.

	Per cwt.
Rangoon Rices—	
Rangoon "B"	3 50
"C.C."	3 40
India bright	3 65
Lustre	3 75
Fancy Rices—	Per cwt.
Polished	5 00
Pearl	5 10
Imperial Glace	5 40
Sparkle	5 60
Crystal	5 60
Snow	5 80
Ice drips	5 95
Carolina head	7 60

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).

	Per lb.	
Imported Patna—		
Bags, 224 lbs.	0 06	0 06⅞
Half bags, 112 lbs.	0 05¾	0 06
Quarter bags, 56 lbs.	0 05⅞	0 06⅛
Velvet bead Carolina	0 09½	0 10½
Sago, brown	0 05	0 05½

NUTS.—No advance has yet been made in prices, but quotations are merely nominal, and there may be higher figures at any moment for all imported varieties.

Shelled walnuts, per lb.	0 40	0 42
Shelled almonds, 28-lb. boxes, per lb.	0 45	0 46
Finest filberts	0 12½	0 14
Pecans—		
3 crown	0 17	0 18
Large	0 18	0 20
Giants	0 21	0 22
Almonds	0 18	0 20
Walnuts, Grenoble	0 18	0 19
Walnuts, Marbots	0 14	0 16
Brazils, new	0 13½	0 15
Peanuts, No. 1, 13c; No. 2	....	0 11
Peanuts, No. 3(9½c; No. 4	....	0 09

COFFEE.—So far as coffee is concerned the war should form purely an outside influence, and there should be no direct interference with supplies. The situation is naturally very firm, however, and with the continuance of hostilities, with higher rates of transportation and dearer exchange, prices should advance somewhat.

Coffee, Roasted—		
Bogotas	0 27	0 30
Gautemala	0 26	0 28
Jamaica	0 24	0 25
Java	0 32	0 35
Maricaibo	0 25	0 26
Mexican	0 27	0 28
Mocha	0 30	0 32
Rio	0 20	0 22
Santos	0 22	0 23
Chicory, per lb.	0 08	0 10

TEAS.—With the situation as at present it is not safe to make quotations.

We hear of three advances of two cents each having been made on advices from London and the low mark of the Ceylons and Indians being raised to 20c. On the other hand, a large jobber states that his prices have only gone up 2c. Ceylon and Indian shipments will, of course, be directly affected, but there is a chance that Canada may get supplies through the Pacific. Advances in Japans have not been so strong for the reason that there should be no immediate interference with shipments from that country. The market is very unsettled, and even the large importers state that they are entirely at sea as to the future.

MACARONI AND VERMICELLI.—The market for alimentary pastes has gone up 1c a lb. on the strength of the war news, these pastes being imported to this country from France and Italy, principally the former.

WINES.—Houses handling wines find an increase already of a $1 the case and 25c the gallon for bulk goods. This is the direct effect of France having become involved in war with Germany.

ONTARIO MARKETS.

TORONTO, Aug. 6.—The talk of the European war was the chief topic of conversation among the trade this week, and the consequent advance in many prices. Wholesalers told of how they had purchased Bosnia prunes, English jams, and this and that and were absolutely in the dark as to when they would receive them, or whether they would reach Canadian soil at all. On Monday and Tuesday markets rose with feverish haste. First sugar and flour took the rise and these were followed by rice, beans, future prunes, canned meats, and several prices were withdrawn entirely. In view of this many of the quotations in our proprietary article list do not hold good for the week.

SUGAR.—In last week's issue it was hinted that should the war become at all general, sugar would undoubtedly advance. On Monday last the rise began, an advance of ten cents a hundred being made, bringing sugar here up to $4.61. Immediately the advance went into effect the refiners refused to accept any orders at the old price. The cause of the advancing sugar market was explained partially last week. There is a heavy growing crop of sugar beets on the European continent, the harvest expected being 8,000,000 tons whereas at the time of the last big Franco-Prussian war the yield was only 1,500,000 tons. The war is drawing every able-bodied man from the harvest fields in Germany and Austria, and Germany at least has prohibited the export of foodstuffs even if the harvest could be properly attended to. Great Britain has been depending upon the Continent for her supplies of sugar, as well as on Java in the East Indies, but the great bulk comes from the Continent. The United Kingdom must now get her sugar from the West Indies and this, it is contended, will force up the market here. Cables have already been received in New York from England asking quotations on American refined, and refined there has also advanced. The estimate of the 1913-1914 Cuban crop has been placed at 2,550,000 tons, and to realize that the balance of the crop will have to be 114,651 tons, and there are only four centrals in operation as opposed to twelve at this date a year ago. From this date onwards last year the balance of the crop was 184,874 tons and in 1912 it was 85,996 tons, and it is believed that the balance this year will conform more nearly with 1912 than 1913. This indicates an evident strength in sugar and particularly since the European turmoil has upset routine conditions over there. The next Cuban crop will not begin to realise until December and it is too early to form any idea of the outcome.

There are, however, some who are not so sure that the sugar market will advance much further. It is their claim that the consumption of sugar in the countries actually at war will be lessened to a considerable extent, and that therefore there will not be the same demand that would otherwise exist. If therefore Great Britain does not come to Cuba for raws there will be no competition with the North American continent, and as we have sufficient requirements for ourselves, there is no room for many more advances.

Extra Granulated Sugars, Montreal Refined—Per 100 lbs.	
100 lb. bags	4 61
20 lb. bags	4 71
10 lb. bags	4 76
2 and 5 lb. cartons	4 91
Second grade granulated, 100-lb. bags	4 51
Nova Scotia refined, 100-lb. bags	4 51
Western Ontario refined, 100-lb. bags	4 51
Extra Ground Sugars—	
Barrels	5 01
50 lb. boxes	4 21
25 lb. boxes	5 41
Powdered Sugars—	
Barrels	4 81
50 lb. boxes	5 01
25 lb. boxes	5 21
Crystal Diamonds—	
Barrels	5 36
100 lb. boxes	5 36
50 lb. boxes	5 46
Paris Lumps—	
100 lb. boxes	5 36
50 lb. boxes	5 46
25 lb. boxes	5 66
Cartons (20 to case)	7 41
Cartons (50 to case)	7 41
Crystal Dominoes, cartons	7 60
Yellow Sugars—	
No. 1	4 21

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

DRIED FRUITS.—It is the contention of many in the trade that the war situation will have the effect of advancing Mediterranean dried fruits and that higher prices will rule on Valencia raisins, currants, figs, and dates. Their reasons are that shipping has been retarded, that the rate of exchange has advanced and that freight rates are going up. Also vessels are being insured against war risks, all of which is tending to firm up the situation. Of course, if the European trouble comes to an end soon, the complexion of this report would have to be changed. Local wholesalers have ordered Bosnia prunes and have little hope of getting them. Prune futures went up a quarter of a cent on Tuesday and until the horizon clears there is no telling the outcome of things.

Apples, evaporated, per lb.	0 10½	0 11
Apricots—		
Standard, 25 lb. boxes	0 16½	0 18
Choice, 25 lb. boxes	0 18	0 18½
Fancy	0 22	0 24
Candied Peels—		
Lemon	0 10	0 12
Orange	0 10	0 12
Citron	0 16	0 17
Currants—		
Filiatras, per lb.	0 06½	0 07
Amalas, choicest, per lb.	....	0 07
Patras, per lb.	....	0 07½
Vostizzas, choice	....	0 09
Vostizzas, shade dried	0 10½	0 11
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 08½	0 09½
Fards, choicest, 50-lb. boxes	0 08	0 08½
Package dates	0 06¼	0 09
Hallowees	0 05¾	0 06
Prunes—		
30-40s, California, 25 lb. boxes	0 14	0 15
40-50s, 25 lb. boxes	0 13	0 14
50-60s, 25 lb. boxes	0 12½	0 12¾
60-70s, 50 lb. boxes	0 10½	0 11
70-80s, 50 lb. boxes	0 10	0 10½
80-90s, 50 lb. boxes	0 09½	0 10
90-100s, 50 lb. boxes	0 08	0 08½
25-lb. boxes, ¼c more.		
Peaches—		
Standard, 50-lb. boxes	0 08	0 08½
Choice, 50-lb. boxes	0 09	0 10
25-lb. boxes, ¼c more.		
Raisins—		
Sultana, choice, new	0 07	0 09
Sultana, fancy, new	0 10	0 12
Valencia	0 07½	0 08
Seeded, fancy, 1 lb. packets	0 10½	0 11
Seeded, choice, 1 lb. packets	....	0 10
Seeded, choice, 12 oz.	....	0 08½
Seedless, 16 oz., packets	0 10½	0 11
Seedless, 12 oz. packets	0 08½	0 09

TEA.—This market remains firm with some advances to the importer. It will, however, be difficult to gauge the situation until it is known just whether shipping on the high seas will be exposed or not.

COFFEE.—While there is not a great deal occurring to put up the price of Brazilian coffee, apart from the financial requirements for the harvesting of the crop, nevertheless the market is strong.

Coffee, Roasted—		
Bogotas	0 25	0 27
Guatemala	0 26	0 28
Jamaica	0 24	0 25
Java	0 30	0 32
Maricaibo	0 25	0 26
Mexican	0 25	0 27
Mocha	0 29	0 32
Rio	0 17	0 18
Santos	0 19	0 21
Chicory, per lb.	0 10	0 12

SPICES.—Cream of tartar is the outstanding feature of the spice market this week. That the supply will be seriously affected should France be at war for any length of time is undoubted. The price has advanced in the old country and there are no prices being quoted here at present, and will not likely be for some time. It is understood the trade in Canada generally have fair supplies on hand.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	0 10	0 13—0 18
Allspice, whole	.....	0 12—0 15
Cinnamon, whole	.....	0 20—0 25
Cinnamon, ground	0 17—0 18	0 20—0 25
Cinnamon, Batavia	.....	0 25—0 35
Cloves, whole	.....	0 25—0 30
Cloves, ground	0 18—0 23	0 28—0 30
Cream of tartar	0 18—0 21	0 32—0 34
Curry powder	.....	....—0 25
Ginger, Cochin	0 12—0 15	0 18—0 21
Ginger, Jamaica, ground	0 15—0 18	0 22—0 25
Ginger, Jamaica, whole	.....	0 22—0 25
Ginger, African, ground	.....	....—0 16
Mace	.....	0 75—1 00
Nutmegs, brown, 64s, 50c; 80s, 40c; 100s	.....	....—0 35
Nutmegs, ground, hulk, 45c; 1 lb. tins	.....	....—0 55
Pastry spice	.....	....—0 25
Peppers, black, ground	0 10—0 14	0 17—0 20
Peppers, black whole	.....	0 18—0 20
Peppers, white, ground	0 15—0 23	0 27—0 30
Peppers, white, whole	.....	0 26—0 28
Pickling spice	.....	....—0 15
Turmeric	.....	0 25—0 35

Just as Canadian Grocer was going to press one large spice firm announced advances in all spices. Cream of tartar went up 3 cents per lb.; cloves, 5 to 6 cents; and all other spices 3 cents. Coffee was advanced 3 to 4 cents. These prices only hold good for next week. Intervening events will guide the future

NUTS.—Prices on French nuts have practically all been withdrawn and there will be little doing in them until the present difficulty blows over. This means that the original calculations in regard to this market will have to be revised but at the present prices are very firm.

	Per lb.	
In shell—		
Almonds, Tarragona	0 18	0 18½
Brazils, medium, new	0 11	0 12
Brazils, large, washed, new	0 12	0 13
Chestnuts, peck	1 75	1 90
Filberts, Sicily, new	0 12	0 13
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 10½	0 11
Peanuts, fancy, roasted	0 09½	0 10
Pecans	0 17	0 18
Walnuts, Grenoble, new	0 16	0 17
Walnuts, Bordeaux	0 13	0 13½
Walnuts, Marbots	0 14	0 15
Shelled—		
Almonds	0 44	0 46
Filberts	....	0 27
Peanuts	0 11	0 12
Pecans	0 56	0 60
Walnuts, new	0 45	0 46

RICE AND TAPIOCA.—Rice has gone up a ½-cent a pound or 50 cents a hundred as a result of the demand from Europe. Apart from that there was nothing in the market to indicate a rise at the present time, for during the summer months rice is not a food eagerly sought for.

Rangoon, per lb.	0 03½	0 04½
Rangoon, fancy, per lb.	0 04½	0 05½
Patna, per lb.	0 05½	0 07
Japan, per lb.	0 05½	0 07½
Java, per lb.	0 06½	0 07½
Carolina, per lb.	0 10½	0 12
Sago—		
Brown, per lb.	0 05	0 05½
White, per lb.	....	0 05
Tapioca—		
Bullet, double goat	....	0 09½
Medium pearl	0 04½	0 05
Seed pearl	0 05	0 05½
Flake	....	0 09½

BEANS.—Evidently beans is one of the foods eagerly sought for by the nations at war. Beans are noted for their nutritive qualities and it is not much of a surprise therefore that they have gone up in price—the advance being up to time of writing 40 cents a bushel. Canada is normally a big purchaser of Austrian beans so that with that source cut off by the hostilities, the situation here is all the firmer. So far Canadian prospects look good for a fair yield of beans, but it is yet too early to form any definite estimate of the outcome.

	Per bushel.
Beans—	
Canadian primes	2 75
Canadian H. P.	2 85
Yellow eyes	3 00 3 25
Brown	.... 3 25
Lime	0 07½ 0 08
Peas, blue Canadian, per bush	2 00 2 25
Peas, green, imported, bush	.... 2 40
Peas, whole white, per bush	.... 1 85

OLIVES.—Reports indicate that the olive crop in Spain is not of the best this year. This would indicate that when the new olives come along towards the end of the year prices would be higher. At the present time olive packers claim prices are lower than they should be on account of price-cutting going on. "We are making nothing on olives," remarked one the other day.

CANNED GOODS.

MONTREAL.—War news has immediately affected the prices of canned meats and French peas. Announcement is made to the trade that beef and onions in 1-lb. tins has been advanced from $2.75 to $3.25, and that corned beef in 6-lb. tins has gone from $15 to $17, with other kinds of canned meats advanced on a proportionate basis. The advance in French peas has been $2 the case, and there has been a similar advance in other canned vegetables imported from that country. Sardines have already been advanced $1 the case. Peas and sardines have, of course, gone up on the prospects of shipments to this country being seriously interfered with.

Although there is nothing definite in the way of information, it is expected that the general tendency for higher prices for foodstuffs will have an effect upon the Canadian canned goods situation. As England has taken a sustained part in the hostilities, there will be a demand for Canadian foodstuffs, which will probably affect prices.

TORONTO.—Up to present no new prices have been announced by the canners, but opening prices on peas, strawberries and other early fruits and vegetables, as well as salmon, are expected soon. The trade are at a loss to determine just what effect an extended war would have on canned goods here, some maintaining that it would tend to advance prices, and others that it would not. The latter take the view that if Great Britain wanted canned goods she would purchase them from the United States, where prices as a rule are lower than here. Be that as it may, peas are likely to be fairly high, both on account of the poor crop in Canada this year and the advance in the price of French peas and the difficulty of getting them here. Wholesalers, at least those interested, are guessing that standards will open at around 90 cents. Salmon will, of course, open much higher than a year ago, and sardines will, if shipping is tied up, hold firmer, although the catch has been good.

MANITOBA MARKETS

SUGAR AND SYRUPS.—The demand still continues large, and although there have been several fluctuations in New York, on the raw market, yet sugar stands to-day on practically the same figure as a week ago. The European war, if it continues for any length of time, would mean considerable advance.

	Per cwt. in sacks.
Sugar, Eastern—	
Extra standard granulated	4 90
Extra ground or icing	5 40
Powdered	5 20
Lumps, hard	5 85
Montreal, yellow	4 60
Sugar, B.C.—	
Extra standard granulated	4 90
Yellow sugar	4 25
Bar sugar	5 05
Icing sugar	5 25
Powdered sugar	5 05
H. P. lumps	5 75
Sugar packed in barrels, 5c per cwt. more.	
Sugar, Western Ontario—	
Sacks, per 100 lbs.	4 80
Barrels, per cwt.	4 75
Halves, 50 lbs., per cwt	4 80
Bales, 20 lbs., per cwt.	4 85
Powdered, barrels	5 10
Powdered, 5's	5 45
Powdered, 25s	5 75
Icing, barrels	5 40
Icing, 50s	5 65
Icing, 25s	5 80
Icing pails	5 70
Cut loaf, barrels	5 50
Cut loaf, 50s	5 75
Cut loaf, 25s	6 00
Corn Syrups—	
Barrels, per 100 lbs.	4 25
Cases, 20-lb. tins, ¼ doz. in case	2 77
Cases, 10-lb. tins, ½ doz. in case	2 76
Cases, 5-lb. tins, ½ doz. in case	2 88
Cases, 2-lb. tins, 2 doz. in case	2 48
American, 2-lb. tins, 24 tins case, per case	2 40
American, 5-lb. tins, 12 tins case, per case	2 76
American, 10-lb. tins, 6 tins case, per case	2 65
American, 20-lb. tins, 3 tins case, per case	2 66
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	2 85
5-lb. tins, 1 doz. to case, per case	3 20
10-lb. tins, ½ doz. to case, per case	3 00
20-lb. tins, 3 tins to case, per case	2 95

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)

	Per gal.
Molasses—	
Barbadoes	0 49
New Orleans	0 31
Maple Syrups—	Per case.
Imperial quarts, case, 2 doz.	5 40
Imperial ½ gals., 1 doz.	5 55
New, pure, ½ gal., case	9 00
New, pure, ½ gal., quarts, case 2 doz.	9 70
New, pure, quart bottles, case 2 doz.	9 75

DRIED FRUITS. — Peaches have dropped, standards now being quoted ¾c lower; choice ¼c lower. Prunes are remaining stationary, practically all lines being sold out except 80-90 and 90-100. Apricot prices are declining at Californian points, the effect of which will be felt here in the near future. This decline is due to the two larger areas of the crop reaching marketable condition. Evaporated apples are having a steady sale, even at the extremely high prices which obtain. These high prices may be expected to hold until the latter part of October, when the new crop arrives. Currants are advancing slowly, and the new crop will come on about ½c per lb. over present prices.

Apples, evaporated, new, 25s	0 13	0 13½
Apricots, choice, 25's	....	0 15¾
Apricots, choice, 10's	....	0 16¾
Apricots, standard, 25's	....	0 14
Currants—		
Dry clean	....	0 07½
Washed	....	0 07¾
1 lb. package	....	0 08
2 lb. package	....	0 16
Vostizzas, 1 lb.	....	0 11
Dates—		
Hallowi, loose, per lb.	....	0 05½
Hallowi, 1 lb. pkgs.	....	0 07
Fard dates, 12-lb. boxes	....	1 00
Peaches—		
Standard, 25-lb. boxes	....	0 06¾
Choice, 25-lb. boxes	....	0 07½
Choice, 10-lb. boxes	....	0 08½
Extra choice, 25-lb. boxes	....	0 08⅞
Prunes, in 25-lb. boxes—		
90 to 100	....	0 07¾
80 to 90	....	0 08¼
70 to 80	....	0 10¾
60 to 70	....	0 11¾
50 to 60	....	0 12¼
40 to 50	....	0 13¼
Raisins, Valencias—		
Extra select Valencias, 28's, box	....	2 15
Raisins, Sultanas—		
California	....	0 09¾
Smyrnas	0 08	0 12½
Raisins, Muscatels—		
3 crown, loose, 50's	....	0 08¾
3 crown, loose, 25's	....	0 09
Choice seeded, lb.	....	0 09⅞
Extra fancy seeded, lb.	....	0 10
Raisins, Australians—		
Lexias, 56-lb. boxes	....	0 08½

TEAS AND COFFEES.—The difficulty which some of the South American

growers have been experiencing in raising funds in Europe, is tending to strengthen this market. No changes have been struck locally, however, in coffee. The tea market remains firm with no change in prices.

Rio, No. 5, green	0 13	0 13¾
Rio, roasted	....	0 16
Santos, green, No. 4	....	0 15
Santos, roasted	0 21¾	0 22¾
Chicory, per lb.	0 07	0 08
Teas—		
Japans—		
Extra fine basket, fired	....	0 40
Fancy	0 31	0 35
Choicest	0 29	0 32
Choice or medium	0 25	0 29
Common	0 20	0 23
India and Ceylon—		
Broken Orange Pekoe	0 28	0 40
Pekoe	0 26	0 30
Pekoe Souchong	0 23	0 26
Souchong	0 21	0 23
China—		
Common Moning	0 15	0 18
Good Paklum	....	0 35
Keemum	....	0 50

BEANS.—All cereals, beans, peas and barley, have become stronger during the past week, owing entirely to the disturbed conditions in Europe. If these conditions continue, or become more serious as is feared, there is no doubt that all these lines will advance immediately.

Beans—		
Austrian, hand picked	2 35	2 40
3 lb. picker	....	2 15
Cal. Lima, per lb.	....	0 06¾
Barley—		
Pot, per sack, 98 lbs.	....	3 10
Pearl, per sack 98 lbs.	....	4 60
Peas—		
Split peas, sack, 98 lbs.	3 30	3 40
Whole peas, bushel	....	2 00

RICE AND TAPIOCA.—There is little change noted in this market, and it does not seem likely that any change will be struck before November or December when the new crop arrives.

Rice and Tapioca—		
No. 1 Japan, per lb.	....	0 05½
No. 2 Japan, per lb.	0 04¾	0 04⅞
Siam, per lb.	0 03¾	0 04¼
Patna, per lb.	0 05½	0 06½
Carolina, per lb.	....	0 08
Sago, pearl, per lb.	....	0 04¼
Tapioca, pearl, per lb.	....	0 04⅝

NUTS.—Very little business being done in this line. No changes in price need be expected until new walnuts and almonds come on the market.

LATE WIRE FROM REGINA.—Sugar up 20 cents—10 cents on August 1 and 10 cents on August 5; flour advanced 25 cents August 3; lemons up $1; coffees advance 25 per cent., and beans jump 25 cents per bushel.

SASKATCHEWAN MARKETS.

REGINA, Aug. 5.—(Special by wire.)—Harvesting commenced in Saskatchewan Thursday morning, July 30, when wheat was cut on a farm at Eslin. Similar reports have come to hand since, stating that cutting has commenced in other districts, and it is believed that harvesting will be general between August 10 and 15.

On July 31 flour advanced 30 cents per hundred; rolled oats jumped 15 cents per 80-lb. sack, and the sugar market was strong with an advance anticipated by local dealers at any moment; all as a result of war. Reports from New York inferred that, even though Austria and Servia waged war regardless of the other nations, it would have a tendency to increase the price of sugar. Germany and Russia are the principal sugar beet producing countries in Europe, and war in these countries will have a far-reaching effect on the general market. Another commodity which would be affected as a result of war in European countries is beans, as there is a large importation of Austrian and Servian beans used in Western Canada.

Produce and Provisions—		
Butter, creamery, per lb.	0 26	0 27
Butter, dairy, No. 1, 20c; No. 2	0 15	0 18
Cheese, per lb.	0 15¾	0 15⅞
Eggs, fresh, per doz.	....	0 15
Lard, 3's, per case	....	7 30
Lard, 5's, per case	....	7 25
Lard, 10's, per case	....	7 20
Lard, 20's, each	....	2 35
General—		
Beans, Ontario, per bushel	2 00	2 50
Beans, Austrian	....	2 65
Coffee, whole roasted, Rio	....	0 17
Evap. apples, 50's	....	0 12½
Potatoes, new, per bushel	....	1 75
Rolled oats, 20's	....	0 53
" " bail	....	2 36
Flour, 98's, $3.05; rolled oats, 80's	....	1 95
Rice, per cwt.	....	3 90
Sugar, standard, gran., per cwt.	....	5 27
Sugar, yellow, per cwt.	....	4 87
Canned Goods—		
Apples, gals., case, $1.61-$1.91, doz.	....	3 82
Corn, standard, per 2 dozen	....	2 21
Peas, standard, per 2 dozen	2 00	2 05
Plums, Lombard	2 10	2 21
Peaches	....	2 91
Strawberries and raspberries	....	4 20
Tomatoes, standard, per dozen	....	2 65
Salmon, Sockeye, 4 doz. talls, case, 1s	....	9 50
Red springs, 1s	....	6 70
Cohoes, 1's, $6; humpbacks, 1's	....	4 25
Fruits—		
Lemons	....	8 50

FISH AND OYSTERS.

MONTREAL.—Fish dealers are beginning to speculate on the probable effect of war operations on supplies. Certainly in the event of extensive movements on the part of the fleets and the declaration of general hostilities the operations of the fishing boats will be seriously hampered, while at the same time the call to the naval reserves is certain to mean the depletion of many fishing crews. However, the war is not likely to have immediate effect on any of the fresh fish supplies here, but imported varieties, such as Scotch herring and others from waters which come within the field of hostilities may be expected to demand big prices. During the last week there has been fair business, with an improvement in the demand for smoked and salt varieties, particularly salt herring. Haddock have been scarce, and it is evident that they are changing to other waters. The supply of salmon is getting short, and there is practically nothing coming from Gaspe, although there are a few spawn salmon from New Brunswick. Receipts of halibut have been light, and fresh shad are being replaced by frozen stock. Lake fish have been coming freely. Brook trout are now being received from below Quebec. Receipts of fresh mackerel are rather light, and there is a good demand for lobsters at same stiff prices. There is a general upward trend to prices for seasonable varieties of fish.

FRESH FISH.

	Montreal	Toronto
Halibut, fancy, express, per lb.	0 11	0 10
Haddock, fancy, express, lb.	0 05	0 06
Steak cod, fancy, express, lb.	0 07	0 07
Market cod, per lb.	0 05	....
Flounders, fancy, express, lb.	0 07	0 08
Gaspe salmon, per lb.	0 17	0 17
Buck shad, fancy, express, each	0 30	....
Roe shad, fancy, express, each	0 60	0 80
Dressed bullheads, per lb.	0 13	....
Brook trout, per lb.	0 30	....
Whitefish, per lb.	0 13	0 12
Lake trout, per lb.	0 13	0 10
Bluefish, per lb.	0 12	0 12
Herrings, per 100 count	1 50	1 75
Herring	....	0 07
Dore, per lb.	0 14	0 12
Mackerel, per lb.	0 10	....
Striped bass, per lb.	0 15	0 15
Pike, per lb.	0 08	0 08
Perch, per lb.	0 05	0 07
Sea bass, lb.	0 10	0 12
Carp	0 08	....
Eels	....	0 08

SMOKED FISH.

	Montreal.	Toronto.
Haddies, per lb.	0 08	0 08
Haddies, 15-lb. and 30-lb. boxes, lb.	.07½-.08	.08-.09
Haddies, fillets, per lb.	.11	.11
Haddies, Niobe, bon'eless, per lb.	.10	.10
St. John bloaters, 100 in box	1.00	1.20
Yarmouth bloaters, 60 in box	1.20	1.20
Smoked herrings, medium, box	.16	.15
Smoked boneless herrings, 10-lb. box	1.20	1.15
Kippered herrings, selected, 60 in box	1.00	1.25
Kippered herrings, ordinary, 60 in box	1.10	1.20
Smoked salmon, per lb.	.25	.23
Ciscoe herrings, basket of 15 lbs.	1.75	1.80
Smoked eels	.12	.10
Smoked hallbut	...	.20

FROZEN FISH—SEA FISH.

	Montreal.	Toronto.
Salmon—Gaspe, large, per lb.	....	.12
Salmon, red—steel heads, per lb.	.12-.13	.12-.13
Salmon, red—sockeyes, per lb.	.10-.11	.11
Salmon, red—Cohoes or silvers, lb.	.10	.11
Salmon, pale qualla, dressed, per lb.	.07-.07½	.08½
Salmon, pale qualla, dressed, per lb.	.07-.07½	.06½-.09
Halihut, white western, large and medium, per lb.	.07½-.08	.09
Halibut, eastern chicken and medium, per lb.	.10-.11	...
Mackerel, bloater, per lb.	.07-.08	.09
Haddock, medium and large, lb.	.05½-.06	.07-.08
Market codfish, per lb.	.06-.05½	.07-.08
Steak codfish, per lb.	.06½-.07	.09
Canadian soles, per lb.	.08	...
Blue fish, per lb.	.16-.17	.15

FROZEN—LAKE AND RIVER.

White fish, large, per lb.	.10-.11	.10-.11
White fish, small tulibees, per lb.	.06½-.07	.06½
Lake trout, large and medium, lb.	.11-.12	.12
Dore, dressed or round, lb.	.09-.10	.09-.10
Pike, dressed and headless, lb.	.06½-.07	.08
Pike, round, per lb.	.06-.06½	.07-.08

PICKLED FISH.

Salmon, Labrador, tierces 300 lb.	21 00	....
Salmon, Labrador, bbls., 200 lbs.	15 00	....
Salmon, Labrador, half bbls., 100 lbs.	8 00	....
Salmon, B.C., bbls.	15 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lb.	12 00	....
Sea trout, Labrador, bbls., 200 lb.	11 50	....
Sea trout, Labrador, half bbls., 200 lb.	6 50	....
Mackerel, N.S., bbls. 200 lb.	12 00	....
Mackerel, N.S., half bbls., 100 lb.	7 00	....
Mackerel, N.S., pails, 20 lb.	1 75	....
Herrings, Labrador, bbls.	6 50	....
Herrings, Labrador, half bbls.	3 50	....
Herrings, Nova Scotia, bbls.	6 00	....
Herrings, Nova Scotia, half bbls.	3 25	....
Lake trout, half bbls.	..	8 00
Quebec sardines, bbls.	5 00	....
Quebec sardines, half bbls.	2 75	....
Tongues and sounds, per lb.	0 10	....
Scotch herrings, imported, half bbls.	8 00	....
Holland herrings, imported milkers, hf bbls	5 00	....
Holland herrings, imported milkers, kegs	0 75	....
Holland herrings, mixed, half bbls.	6 00	....
Holland herrings, mixed, kegs	0 65	0 65
Lochfyne herrings, kegs	1 25	....

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb	7 50	7 50
Dried hake, medium and large, 100 lb.	7 00	....
Dried pollock, medium and large, 100 lb.	7 00	....
Dressed or skinless codfish, 100-lb. case.	7 00	7 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs per lb.	0 07½	0 08
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 30-lb. boxes.	0 10	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, ½-lb. each, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standards, solid meats, gal.	1 80	....
Standards, ordinary, gal.	1 50	....
Selects, per gal.	2 00	....
Best clams, imp. gallon	1 50	....
Best scollops, imp. gallon	2 00	....
Best prawns, imp. gallon	2 00	....
Best shrimps, imp. gallon	2 25	....
Sealed best standards, quart cans, each	0 35	....
Sealed best select, quart cans, each	0 45	....

FOR SALE

FOR SALE — 240 AND 1200 PLATFORM scales, cheese cutter, coffee mill, oval front six-feet show case for candies. Box 56, Canadian Grocer, Toronto.

FLOUR and CEREALS

War Puts Up Flour 30c. Barrel, And Cereals Also Have Advanced

One of The Effects of The European Struggle.—Question At Moment Is Whether Access To Old Country Markets Can Be Had And When Decisive Naval Battle Will Clear The Air.—The Rise In Wheat.

MONTREAL.

FLOUR.—The opening of the week and tentative announcement that Great Britain would take part in what promises to be a general European war saw an advance of 30 cents a barrel in flour market, with the prospects of further increases being made with the continuance of hostilities. There has been a big change in the market during the week. The rapid developments in the European situation were unforeseen, and the advance of 15c a bushel in the price of wheat is really authority for a greater advance than has been made. The mills apparently hesitated in making the advance on account of the weak condition of the market, but were forced into it by the price of raw material. Further advances may be expected if there is any assurance of the route to England being protected for transportation, but the first of the week found the mills refusing orders for the export trade. Millers do not think there is any possibility of the British Government taking any action to control the price of wheat and flour, as has been threatened in European countries engaged in the war, but such a contingency might result in the event of there being a scarcity of food supplies and danger of a war famine. At writing the situation is very uncertain, and the future for flour and wheat cannot be predicted with any more certainty than can the development of events in Europe.

Manitoba Wheat Flour—	Per bbl.
First patents	5 90
Second patents	5 40
Strong bakers'	5 20

Flour in cotton sacks, 10 cents per barrel more.

Winter Wheat Flour—	Car lots.	Small lots.
Fancy Patents	5 55	5 80
90 per cent.	5 20	5 40
Straight roller	5 00	5 20
Blended flour	5 15	5 55

CEREALS.—In sympathy with rapid advance in prices on grain market and general tendency for holding foodstuffs in the face of the war in Europe, there has been a general advance in the cereal market, although there are practically no orders being taken at present for export business. Rolled oats have gone up 10c; cornmeal 10c, and rolled wheat 25c.

Cornmeal—	Per 96-lb. sack
Kiln dried	2 20
Softer grades	2 05

Rolled Oats—	90's in jute
Small lots	2 35
25 bags or more	2 25

Rolled oats in cotton sacks, 5 cents more.

Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.

Rolled wheat—	100-lb. bbls.
Small lots	3 10
Hominy, per 98-lb. sack	2 60

MILL FEEDS.—In sympathy with higher prices in grain market and following general firmness which has been prevailing for mill feeds for some time, there has been an advance of a dollar in the prices for shorts, middlings and moulee. The higher prices for flour and the increase in the grain quotations would warrant a bigger advance than has been made, but it should be remembered that for the present at least there is not likely to be any export demand for feeds, although this would undoubtedly come in the face of continued hostilities.

Mill Feeds—	Car lots, per ton
Bran	23 00
Shorts	26 00
Middlings	29 00
Wheat moulee	29 00
Feed Flour	33 00
Mixed, chop, ton	30 00
Crushed oats, ton	30 00
Barley, pot. 98 lbs	3 00
Oat chop, ton	30 00
Barley chop, ton	30 00

TORONTO.

FLOUR.—As a direct result of the European war flour has taken an advance of 30 cents a barrel on this market. This was announced on Monday, and followed a similar rise in Montreal. In the past week or more wheat has advanced from 20 to 25 cents a bushel, and this is, of course, the direct cause of the flour rise. Millers say the advance would be greater if there was a surety that the flour could be transported across the ocean without risk. If it cannot be exported there is little chance for further rise at the present time.

Manitoba Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
First patent	6 00	5 80
Second patent	5 50	5 30
Strong bakers	5 30	5 10

Flour in cotton sacks, 10c per bbl. more.

Winter Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
Fancy patents	5 50	5 30
90 per cent.	5 10	4 90
Straight roller	5 00	4 80
Blended flour	5 35	4 95

CEREALS.—In sympathy with the rise in grain prices, cereals have also gone up. Rolled oats have advanced 20 cents a bag; rolled wheat is up 25 cents; cornmeal 15c a bag, and oatmeal 25 cents. All these changes are a direct result of the war, as previous to the outbreak this market showed little strength.

Barley, pearl, 98 lbs.	....	4 50
Barley, Dutch pearl, 98 lbs.	....	4 75
Buckwheat grits, 98 lbs.	4 75	5 00
Corn flour, 98 lbs.	....	2 50
Cornmeal, yellow, 98 lbs.	2 45	2 60
Graham flour, 98 lbs.	....	2 70
Hominy, granulated, 98 lbs.	2 50	2 60
Hominy, pearl, 98 lbs.	2 50	2 60
Oatmeal, standard, 98 lbs.	2 75	2 90
Oatmeal, granulated, 98 lbs.	2 75	2 90
Peas, Canadian, boiling, bush.	2 00	2 25
Peas, split, 98 lbs.	3 35	3 45
Rolled oats, 90-lb. bags	2 50	2 60
Rolled wheat, 100-lb. bbl.	3 40	3 55
Rye flour, 98 lbs.	2 75	3 00
Wheatlets, 98 lbs.	2 90	3 10
Whole wheat flour, 98 lbs.	....	2 50

MILL FEEDS.—Mill feeds are also firmer this week, although if flour goes up much higher it will have a tendency to make the market easier. It is a generally accepted fact whenever mill feeds are high flour is low, and when flour comes down mill feeds go up, millers either making something out of the one or the other.

Mill Feeds—	Mixed cars, per ton	
Bran	23 00	25 00
Shorts	25 00	27 00
Middlings	27 00	28 00
Wheat moulee	28 00	30 00
Feed flour, per bag	1 55	1 60

WINNIPEG.

FLOUR AND CEREALS.—The week, with its rumors of far-reaching European struggles, has brought quick changes on the grain market, which were followed by an advance of 50c per bbl. on flour. No one seems in a position to say what the future will bring about. This greatly hinges upon conditions in Europe, and also upon operations on the Grain Exchange.

The flour advance is having its effect upon all other grain products; cereals of various kinds having made marked advances. Corn meal, for instance, is up 7½ cents per cwt. The upward movement has come so quickly that it is almost impossible to quote for all lines. It is also impossible to get any clear idea as to the movement in prices for the next two or three weeks. The different manufacturers themselves seem to be in the dark as to what will result.

Manitoba Wheat Flour—	Per bbl.	
First patents	....	5 80
Second patents	....	5 20
Strong bakers'	4 40	4 50
Cereals—		
Rolled oats, per 80 lbs.	1 85	1 90
Oatmeal, fine, standard and gran'd, 98 lbs	....	2 25

A good many are working the furrow which others have turned, but the best crop comes from the new ground.

Guthrie & Risdale, general merchants, North Battleford, Sask., are adding a stock of groceries.

FRUIT & VEGETABLES

Good Tomato and Cucumber Crops Anticipated; Apples Promising

Canadian Fruits And Vegetables Now Hold Sway.—Imported Stuff, Apart From Bananas, Oranges, Lemons And Peaches, Gradually Waning.—New Potatoes Hold Price Well.

MONTREAL.

GREEN FRUITS.—Strawberries are now entirely out of market, and the end of raspberries is in sight; price is now getting high. The raspberry season was none too favorable for preserving, although on a couple of days the price went as low as 11c. Reports indicate that there will be a big yield of apples, and Canadian varieties should be on market shortly now. California plums and peaches are holding their prices very well, and imported grapes are now being offered. In this market about the only direct effect that may be expected from the war will be with regard to lemons from the Mediterranean. At present price is reasonable, but a rapid advance may be expected, and lemons look like a good buy.

Apples—		
No. 1 Winesaps, box	....	3 00
California, basket	1 75	2 00
Bananas, crate	2 00	2 50
Grapefruit, 54-64-80-96 size, case	5 00	6 00
Grapes, Cal., box	....	3 00
Cocoanuts—		
100 to 150 size	....	4 25
Lemons, Messinas—		
Extra fancy, 300 size	4 50	4 75
Fancy, 300 size	....	4 25
Choice, 300 size, bags	....	4 00
Limes, small boxes	....	1 25
Oranges—		
California, late Valencia, 176-200-216-250	....	4 00
California, 126-150 size, box	....	3.75
California, 80 and 96 size, box	....	3 50
Pineapples—		
24 size	....	4 75
30 size	....	4 25
Raspberries, per box	....	0 18
Blueberries, basket	....	1 25
California cantaloupes, per crate of about 45	....	4 50
Watermelons, each	....	0 50
Peaches, per box	1 50	1 75
Plums, per crate	1 75	2 50
Apricots, per crate	....	2 00
Cherries, California, box	....	3 00
Pears, California, half box	....	2 75
Pears, Cal., box	3 25	3 50
Canadian cherries, per basket	....	0 90

VEGETABLES.—During week there has been a much better supply of local vegetables, and result is noted in lower prices for cabbage, cucumbers, beans, etc. Tomatoes also are cheaper, and there appears to be prospects for a good crop. Potatoes continue rather scarce and high in price considering the season. Demand appears to be only fair throughout.

Asparagus, Canadian, basket	....	1 75
Beans, wax, basket, Canadian	....	0 75
Beans, green, basket, Canadian	....	0 75
Beans, native, bushel, 17-20 lbs.	1 50	1 75
New beets, doz.	....	0 75
Cabbage, per dozen	0 75	1 00
Cabbage, new, per bbl.	....	2 00
Carrots, new, doz.	0 40	0 50
Cauliflower, native, doz.	1 50	3 00
Wash. celery, per doz.	1 50	1 75
Cucumbers, dozen	....	0 50
Celery, bunch	1 00	1 25
Egg plant, per dozen	2 50	3 00
Lettuce, head, per doz.	....	0 50
Curly lettuce, per box, 3 to 4 doz.	....	0 50
Mushrooms, basket, 4 lbs.	....	2 50
Onions—		
Spanish, per case	4 50	5 00
New Egyptian, per lb.	0 05½	0 06
Native, per doz. bunches	0 30	0 40
Parsnips, new, per doz. bunches	....	3 00
Parsley, Canadian, per doz. bunches	0 50	0 60
Peas, native, bushel, 17-20 lbs.	1 00	1 25
Peppers, green, 3½ qt. basket	....	0 75
Potatoes—		
New potatoes, Virginia, barrel	4 00	4 75
Canadian, old, bag	1 50	1 75
" new, bag	2 00	2 25
Potatoes, new, sweet, Jersey, bpr.	....	2 50
Radishes, per doz. bunches	0 25	0 35
Rhubarb, dozen	0 15	0 25
Spinach, Montreal, in boxes	....	0 50
Sour grass, per box	1 00	1 25
Turnips, Quebec, bag	....	1 50
Turnips, Canadian, bag	....	1 00
Tomatoes, Mississippi (4-bkt. crate)	....	1 50
Tomatoes, Jersey, bushel crates	....	1 50
Tomatoes, Ontario, basket	0 75	1 00

TORONTO.

GREEN FRUITS.—Canadian cherries, raspberries, black and red currants, gooseberries, blueberries and Lawtonberries are still on the local market. In view of the waning of their season many of them are fairly high in price, but others are no higher than at the height of the season. Cherries are 60 cents a basket wholesale; raspberries from 12 to 14 cents, and gooseberries from 50 to 60 cents, basket. Canadian apples are in large quantities, selling from 20 to 50 cents a basket. There is not much change in the lemon situation, as this is a between-season in the Mediterranean; the market will, however, likely be firmer. Valencia oranges from California are selling well.

Apples, Can., basket	0 20	0 50
Bananas, per bunch	1 50	2 00
Black currants, basket	....	1 00
Blueberries	1 25	1 65
Cantaloupes, crates, Can.	0 60	0 75
Cherries	....	0 60
Cocoanuts, sack	....	3 75
Gooseberries, basket	0 50	0 60
Oranges—		
California, late Valencias	3 50	4 00
Lemons, Verdilla	....	5 00
Limes, per 100	....	1 25
Lawtonberries, per box	0 08½	0 12½
Plums, box	2 00	2 50
Pears, California, box	2 75	3 00
Peaches, Cal., crate	1 25	1 50
Peaches, Georgia, 6-bkt. crate, Elbertas	3 00	3 25
Raspberries, box	0 12	0 14
Red currants, basket	....	0 60
Watermelons	0 40	0 50

VEGETABLES.—Canadian tomatoes are arriving in good quantities and selling rapidly. The price is around 50 to 75 cents per basket. New potatoes are also arriving extensively from Western Ontario, and selling at between $1.40 and $1.50 per 90-pound bag. The last car of imported came last Saturday, and is offered at $3 per barrel. Cucumbers are plentiful, and selling at 25 to 40 cents. Texas and Spanish onions are quoted at less than heretofore.

Beets, Canadian, new, doz. bunches	0 20	0 30
Beans, Canadian, basket	0 25	0 30
Cabbage, Canadian, crates	1 00	1 25
Carrots, Canadian, new, doz. bunches	0 25	0 30
Cauliflower, crate	....	1 50
Cucumbers, Canadian, basket	0 25	0 40
Celery, doz.	0 35	0 40
Corn, per doz.	....	0 15
Lettuce, doz.	0 15	0 30
Corn, per doz.	....	0 15
Mushrooms, per lb.	0 60	0 75
Onions—		
Green, long, doz. bunches	0 20	0 30
Texas onions, 50-lb. crate	....	3 00
Spanish, big, crate	....	4 50
Green peppers, basket	0 50	0 60
Potatoes, new bbl.	....	3 50
New, Canadian, per bag	1 40	1 50
Peas, Canadian, basket	0 25	0 50
Parsley, basket	0 25	0 50
Rhubarb, per dozen	....	0 30
Spinach, Canadian, bush.	0 40	0 50
Tomatoes, Canadian, basket	0 50	0 75
Radishes, Can., per doz.	....	0 25
Watermelons	0 40	0 60

WINNIPEG.

GREEN FRUITS.—Grapes from Ontario have not yet arrived, but are expected to be upon the market shortly. There is a good demand for California peaches and a fair demand for plums. The excessive heat has tended to stimulate the trade.

Apples—		
Fresh Cal.	....	2 50
Bananas, lb.	....	0 04½
Cherries, preserving, basket	....	0 60
Cherries, fancy, 10-lb. cases	....	2 00
Grapefruit, 54-64-80 size, case	....	5 00
Lemons—		
California	....	7 00
Messina	....	6 00
Melons, per dozen	....	7 00
Oranges—		
California Valencias	....	3 75
Peaches, fresh, Cal.	....	1 40
Plums, fresh, Cal.	....	2 00
Raspberries, per crate	....	3 50

VEGETABLES.—New potatoes are becoming more plentiful, but are holding a firm price tending downwards and are selling well. The demand for vegetables is satisfactory.

Asparagus, doz.	....	1 50
Beets, new, bag	....	3 50
Cabbage, Mississippi, crate	....	3 00
Carrots, new, lb.	....	0 04
Celery, Mich., case	....	1 75
Cucumbers, extra fancy, hothouse, doz.	....	1 20
Green peas, lb.	....	0 12½
Green pepper, crate	....	5 00
Head lettuce, Minnesota, hampers	....	3 50
Head lettuce, Cal., crate	....	4 50
Leaf lettuce, doz.	....	0 25
Onions—		
Cal., 100-lb. sacks	....	5 50
Parsley, per doz. bunches	....	0 40
New potatoes, per bush.	....	1 50
Potatoes, old, Southern, bush	....	1 50
Radishes, doz.	....	0 25
Tomatoes, Cal., case	....	1 25
Turnips, new, cwt.	....	2 50
Shallots, per doz.	....	0 80

Retailers of Port Credit, Ont., refuse to sell bananas at a loss, and without any exception they all charge 25c a dozen thus making a fair profit.

An Oshawa, Ont., reader told our representative last week that he considers it just as much his business to read Canadian Grocer every week thoroughly, as he does to make up his cash account each night.

PRODUCE & PROVISIONS

Provisions Little Affected Yet By the European War

Fact That Few Commercial Boats Are Moving On The High Seas The Reason.—Market Sagged In Chicago.—Butter Firmer And May Go Up.—Eggs a Shade Firmer.

MONTREAL.

PROVISIONS.—Prices rule the same for provisions. Outlook is that under general conditions existing and an open road to Europe, short receipts and the tendency for increasing cost of foodstuffs in war time, prices will go higher. There is a shade firmer tone to market for pure lard, and prices have advanced half a cent. Smoked and cured meats are in firm demand, and may be expected to advance.

Hams—	Per lb.	
Medium, per lb.	0 18	0 19
Large, per lb.	0 17½	0 18
Backs—		
Plain, bone in	....	0 22
Light, per lb.	....	0 19
Boneless	....	0 25
Peameal	....	0 26
Bacon—		
Breakfast, per lb.	0 18	0 19
Roll	....	0 17
Shoulders, bone in	....	0 15
Shoulders, boneless	....	0 16½
Cooked Meats—		
Hams, boiled, per lb.	....	0 27
Hams, roast, per lb.	0 26	0 27
Phoulders, boiled	....	0 26
Shoulders, roasted	....	0 27
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	....	0 15½
Long clear bacon, 80-100 lbs.	....	0 14½
Flanks, bone in, not smoked	....	0 15½
Barrelled Pork—	Per bbl.	
Heavy short cut mess	....	27 50
Heavy short cut clear	....	27 50
Clear fat pork	....	27 00
Clear pork	....	26 50
Lard, Pure—	Per lb.	
Tierces, 50 lbs. net	....	0 12½
Tubs, 50 lbs., net	....	0 13¼
Boxes, 50 lbs., net	....	12¾
Pails, wood, 20 lbs., gross	....	0 13
Pails, tin, 20 lbs. gross	....	0 12½
Cases, 10-lb. tins, 60 in case	....	13¼
Cases, 3 and 5-lb. tins, 60 in case	....	13½
Bricks, 1 lb., each	....	13¾
Lard, Compound—		
Tierces, 375 lbs., net	....	0 10¼
Tubs, 50 lbs., net	....	0 10½
Boxes, 50 lbs., net	....	0 10½
Pails, wood, 20 lbs., net	....	0 10¾
Pails, tin, 20 lbs., gross	....	0 10¾
Cases, 10-lb. tins, 60 in case	....	0 11½
Cases, 3 and 5-lb. tins, 60 in case	....	0 11½
Bricks, 1 lb. each	....	0 12
Hogs—	Per cwt.	
Dressed, abattoir killed	12 75	13 00

BUTTER.—Despite fact that in some quarters it was considered a mistake in advancing price for butter just so soon as exporters came into the market, and thus making a spread which prevented further business, the undertone continues firm and there would appear to be prospects for an advance in sympathy with foodstuffs in general in view of the European war. Receipts show something like a decrease of 52,000 packages to date as compared with last year.

Butter—		
Finest creamery, new milk	0 26	0 26½
Dairy butter	0 20	0 22

CHEESE.—The market has been up and down during the week, firmness coming eventually in the face of demand for overseas shipments. However, situation now is that there is little prospect for immediate export on account of European war, and market is unsettled.

Cheese—		
New make	0 14½	0 15
Old specials, per lb.	0 16	0 17
Stilton	....	0 17

EGGS.—Demand for fresh eggs continues good and there is a firmer tone to market, selects having advanced 1c, while new-laids are strong at 29c.

Eggs, case lots—	Per dozen.	
New laids	....	0 29
Selects	....	0 27
No. 1s	....	0 24
Splits	0 20	0 22

HONEY.—There is no change in the honey market, which continues very weak.

Honey—	White Clover per lb.	Buckwheat per lb.
Barrels	0 11½	0 08
Tins, 60 lbs.	0 12	0 09
Tins, 30 lbs.	0 12½	0 10
Tins, 5 and 10 lbs.	0 12½	0 10
Comb, 13-14 oz. section	0 20	0 15—0 16

POULTRY.—With farmers busy with the harvest, receipts of poultry have been small and prices continue firm with demand good in proportion to supply.

POULTRY.

Fresh stock—	Live.	Dressed.
Broilers, per lb.	0 20—0 22	....—0 23
Ducks, milk fed	0 16—0 18	0 18—0 19
Fowl	0 15—0 17	0 16—0 18
Geese	.....	0 15—0 16
Turkeys, spring	.....	....—0 23
Turkeys, old Tom	.....	....—0 23
Milk fed chickens, lb.	.....	0 20—0 23
Milk fed broilers, lb.	.....	0 25—0 28

TORONTO.

PROVISIONS.—The provision market shows but little change from a week ago. Live hogs remain steady, and so far as this country is concerned the European situation has not affected the market. On the Chicago market the war even lowered the price on account of the fact that there is no means of exporting these products to the Old Country. This in face of the advance in wheat and flour shows how difficult it is to gauge the situation accurately. The lard market dropped almost a dollar a tierce, and later on the pork market showed even a bigger decline. Reports from England indicate an advance of from 7 to 10 per cent. in canned meats due to the war.

Hams—		
Light, per lb.	0 18	0 18¼
Medium, per lb.	0 18	0 18½
Large, per lb.	0 16	0 16½
Backs—		
Backs, per lb.	0 22	0 23
Boneless, per lb.	0 24	0 25
Pea meal, per lb.	0 23	0 24
Bacon—		
Breakfast, per lb.	0 18	0 19
Roll, per lb.	0 14½	0 15
Shoulders, per lb.	0 14	0 14¾
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 14	0 14½
Cooked Meats—		
Hams, boiled, per lb.	0 26	0 27
Hams, roast, per lb.	0 26	0 27
Shoulders, boiled, per lb.	0 22	0 23
Shoulders, roast, per lb.	0 22	0 23
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	27 50	28 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 11½	0 11¾
Tubs, 60 lbs.	0 11¾	0 12
Pails, 20 lbs., per lb.	0 12¼	0 12½
Tins, 3 and 5 lbs., per lb.	0 12¾	0 13
Bricks, 1 lb., per lb.	0 13¼	0 14
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09¾	0 10¼
Tubs, 50 lbs., per lb.	0 10	0 10½
Pails, 20 lbs., per lb.	0 10¼	0 11
Hogs—		
F.O.B., live, per cwt., off car	8 55	8 80
Live, fed and watered, per cwt.	9 00	9 20
Dressed, per cwt.	11 75	12 25

BUTTER.—There is an evident firmness in the butter market this week, quotations being raised about a cent all round. This is what we stated last week would likely be the case. This can scarcely be attributed to the war, but it is a possibility that butter will see further firmness in view of the European embroilment. Britain secures considerable butter from the Continent, and as the trouble will have a tendency to curtail these shipments, Britain must look elsewhere. New Zealand shipments to Canada will also be lessened, which will have a tendency to firm prices here.

Butter—		
Creamery prints, fresh made	0 25	0 27
Separator prints	0 23	0 25
Dairy prints, choice	0 22	0 23
Dairy, solids	0 19	0 20

EGGS.—While there appears to be sufficient eggs in the country for present purposes, some firms have advanced prices above figures ruling a week ago. The demand is seasonable. For one thing there will likely be a halt in shipments of canned Siberian eggs, used extensively by the bakers and biscuit manufacturers. This will tend to firm prices of the lower grades here.

Eggs, case lots—	Per dozen.	
Strictly new laid, in cartons	0 28	0 29
Selects	0 26	0 27
Straights	0 24	0 25
Trade eggs	0 20	0 21

HONEY.—There is little new to report in honey. Some new crop is coming in, but there is still a good supply of old for sale by wholesalers.

Honey—		
Clover, bbls., per lb.	0 09¼	0 09½
60 30-lb. tins, per lb.	0 09¾	0 10¼
10 6-lb. tins, per lb.	0 10½	0 11
Buckwheat, bbls.	0 06½	0 07
Buckwheat, tins	0 07	0 07½
Comb	1 75	2 00

CHEESE.—The curtailment of shipping will tend to a heavy supply of cheese on Canadian markets. This, however, may not last very long. At time of writing there is nothing new in the market.

Cheese—		
Old, large	0 16½	0 17
Old, twins	0 16¼	0 16½
New, large	0 13¾	0 14¼
New, twins	0 14	0 14½

POULTRY.—There have probably been more spring chickens arrive than the actual demand would warrant, and the price has sagged in consequence. Live chickens were being sold at 18 cents. There is a good demand for fowl.

Fresh Stock—	Live.	Dressed.
Fowl	0 13	0 14
Spring chicken, lb.	0 18	0 25
Turkeys, young	0 15	0 18
Turkeys, old Tom	0 13	0 15
Ducklings	0 13	0 15

WINNIPEG.

PROVISIONS.—The only marked change has been in eggs, which have declined very largely. In smoked and cured meats, the market remains firm, but no advance in prices has been struck. A good demand is being experienced for lard, and this is expected to grow.

Cured Meats—		
Hams, per lb.	....	0 21
Shoulders, per lb.	....	0 13
Bacon, per lb.	....	0 26
Long clear, D.S., per lb.	....	0 14
Mess pork, bbl.	....	28 00
Lard—		
Tierces	....	0 10½
Tubs, 60s	....	5 37
Pails, 20s	....	2 22
Cases, 5s	....	6 82
Cases, 3s	....	6 90

BUTTER.—Sufficient supplies of this commodity are being received, but there has been no change in price, and one does not seem likely to come immediately.

Butter—		
Creamery, Manitoba	....	0 27
Dairy	0 19	0 24
Cooking	0 12	0 16

CHEESE.—The markets continue firm —no likelihood of an immediate advance.

Cheese—		
New, large	0 15½	0 16
New, twins	0 15½	0 16

EGGS.—There seems to be almost an over-production of eggs at the present time. These are being shipped in largely, with the result that prices have dropped to 18c. this in face of the fact that a week ago no decline was expected. It is not thought that a change will be struck for the next fortnight, but if the weather is excessively hot the losses resulting from this may force the prices up somewhat.

Eggs, extra first	....	0 18
Checks	....	0 12
Extras in cartons	....	0 22

WEEKLY CONFERENCE

(Continued from page 29.)

lower than they are to-day. We used to sell them then at 2 oz. for 5 cents, at the rate of 40 cents per pound, and make money on them, too, but those days are past. When you consider that celery seed costs to-day around 60 to 70 cents per pound, whereas not so long ago it was only about 12 cents, and that cardamon is around the two-dollar mark, etc., you will see why we have had to raise our prices to the consumer.

"During the coming week I would like you to feature the fact that our pickling mixture contains all varieties and that, therefore, it is of as high a quality as can be purchased. We ought to bring out this point in all our selling plans, and particularly in the newspaper advertising and in our conversations over the counter and phone. Tom's idea that we have a list of all the varieties tabulated on a piece of cardboard is a bright one, for it will help impress our customers with the fact that we are giving them high-quality goods. The outlook for a big crop of tomatoes, cucumbers, onions, celery, etc., is splendid, so that we should have no difficulty in making good sales this year."

An Idea for a Window.

These last words of Lawrence gave Tom Pepper the cue for his window trim. The rear of the window he filled with regular rows of tomatoes, beets, onions and cucumbers in a most inviting manner, while in the centre and to the front he placed in attractive platters samples of whole mixed pickling spices, as well as samples of a number of them separately. On each platter was a neatly-written card with the name of the spice, and to the rear hung a large show card bearing the words: "With these spices and vegetables you can't go wrong." Another card read: "Sixteen different kinds in our mixed pickling spice." Frank Hastings sent the newspaper a fine piece of copy with the heading: "For your pickles and sauces you want a superior mixed spice and good vinegar." With a campaign of this sort on, no one will be surprised to learn that the Lawrence staff sold a large quantity of pickling requisites that week. Lawrence himself was not surprised because he had already sufficient testimony to the good results obtained from a well-informed staff and to concentration on a particular line for a week.

HINTS FOR THE CLERK.

Boat rockers on the sea of business deserve their fate.

* * *

Some men are honest because they are too poor to be otherwise.

* * *

It sometimes happens that the chap who hesitates doesn't get lost.

* * *

Be sure you are right but don't be too darned sure that everybody else is wrong.

* * *

Some fellows don't think they are being treated right unless you say to them: "What are you going to have?"

* * *

Many of us know just what we would do in the other fellow's place but never succeed in doing the right thing in our own place.

WANT A FIXED WEIGHT.

Ottawa.—At a meeting a short time ago of the Retail Grocers' Association it was decided to bring before the Agricultural Department what the association claim to be short weight in Canadian packed boxes of strawberries. It was claimed by some of those present that two boxes of American packed fruit would fill four boxes of the size used in Canada, hence the unanimous decision of the members to draw the attention of the Agricultural Department to the short weight.

In reference to the above claim of the grocers, several of the local fruit dealers were approached on the subject. The first man repudiated the idea that four boxes could be made from two of American picked goods. "There's a difference of half a pound in the two boxes," he stated, but the Government does not guarantee any weight to be put into a box. In this I think they make a mistake and should be remedied." He pointed out that the grocer ordering fruit could not handle the same quantity as one who dealt entirely in the business and that many visited the exchange and after purchasing a few packages drove around the market with them. "The fruit would naturally settle," he claimed. All this after the fruit had been handled at the exchange and thrown from car to motor truck and from that again to the warehouse.

NEW BRUNSWICK MARKETS.

St. John, Aug. 6.—War has greatly disturbed local markets. There is a big run in flour and sugar from reports of scarcity and high prices circulated, and both have advanced.

Manitoba flours are 30c higher, and Ontarios 40c. Dealers are assuring customers no need fear for supplies. Provision market firmer. Corned beef has made a stiff advance, and American and domestic pork is higher. New cheese is also up, and corn meal has advanced 10 cents. Sugar advanced 10 cents.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.	....	0 17
Beef, barrel	23 75	25 00
Beef, corned, 1 lb.	3 15	3 30
Beef, corned, 2 lb.	6 25	6 30
Pork, American clear, per bbl.	26 00	28 00
Pork, domestic, per bbl.	29 50	30 00
Butter, dairy, per lb.	0 21	0 22
Butter, creamery, per lb.	0 25	0 26
Cheese, new, lb.	0 14	0 14½
Eggs	0 22	0 24
Lard, compound, per lb.	0 11½	0 11¾
Lard, pure, per lb.	0 13¾	0 14¼
Flour and Cereals—		
Cornmeal, gran.	....	5 50
Cornmeal, ordinary, bags	....	1 90
Flour, Manitoba, per bbl.	....	6 75
Flour, Ontario, per bbl.	....	6 65
Rolled oats, per bbl.	....	5 40
Oatmeal, standard, per bbl.	....	5 95
Fresh Fruits and Vegetables—		
Lemons, Messina, box	3 50	4 00
Oranges, Val., case	4 00	5 50
Potatoes, barrel, old	....	3 00
Potatoes, new, bushel	....	1 50
Sugar—		
Standard granulated	4 70	4 80
United Empire	4 60	4 70
Bright yellow	4 50	4 60
No. 1 yellow	4 20	4 30
Paris lumps	5 40	5 50
Salmon—		
Red Spring, per case	7 85	8 10

BANNER L&B BRAND

With this trade-mark on your jam stock your business is sure

If you handle the famous Banner Brand Pure Fruit Jam and key your business to its fine satisfying quality—you need never fear for your success.

Banner Brand Jams are made of fresh, ripe fruits and apple jelly without the use of preservatives or glucose. They have the natural fresh fruit flavor and a high quality and purity found only in the highest grade, high-priced goods, and yet Banner Brand Jams are popular-priced.

Put up in the **original tumbler** (12 oz.), Nos. 2, 5 and 7 gold-lacquered, sanitary pails and 30-lb. wood pails for bakers' use.

Lindners Limited

WINNIPEG
306 Ross Ave.

TORONTO
340 Dufferin St.

Representatives:
H. Whissell, 2928 Drolet St., Montreal; H. D. Marshall, Ottawa; W. L. McKenzie & Co., Edmonton and Regina; Jacksons, Limited, Calgary; H. E. Gross, Vancouver; R. S. McIndoe, Toronto.

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

COOK'S FRIEND BAKING POWDER.

In Cartons—

No. 1 (25c size), 4 doz.	$ 2 25
No. 1 (25c size), 2 doz.	2 25
No. 2 (10c size), 6 doz.	0 80
No. 2 (10c size), 3 doz.	0 80
No. 3 (5c size), 4 doz.	0 45

In Tin Boxes—

No. 13, 1-lb., 2 doz.	3 00
No. 14, 8-oz., 3 doz.	1 75
No. 15, 4-oz., 4 doz.	1 10
No. 16, 2½ lbs.	7 25
No. 17, 5 lbs.	14 00

ROYAL BAKING POWDER.

Sizes	Per doz.
Royal—Dime	$ 0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—when packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5c tin, 40c per doz.; 4-oz. tin, 65c per doz.; 6-oz. tin, 90c per doz.; 8-oz. tin, $1.20 per doz.; 12-oz. tin, $1.60 per doz.; 16-oz. tin, $2.25 per doz.; 3-lb. tin, $5 per doz.; 5-lb. tin, $9.50 per doz.

FOREST CITY BAKING POWDER.

6-oz. tins	$ 0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$ 0 17
In 10-lb. lots or case	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

100 books and over, each	0 03½
500 books to 1,000 books.	0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, $3.00.
The King's Food, 2 doz. in case, per case, $4.80.
White Swan Barley Crisps, per doz., $1.
White Swan Self-rising Buckwheat Flour, per doz, $1.
White Swan Self-rising Pancake Flour, per doz., $1.
White Swan Wheat Kernels, per doz., $1.50.
White Swan Flaked Rice, $1.
White Swan Flaked Peas, per doz., $1.

DOMINION CANNERS.

Aylmer Jams.	Per doz.
Strawberry, 1912 pack	$2 15
Raspberry, red heavy syrup	2 15
Black Currant	2 00
Red Currant	1 85
Peach, white, heavy syrup	1 50
Pear, Bart., heavy syrup	1 77½

Jellies.

Red Currant	2 00
Black Currant	2 20
Crabapple	1 65
Raspberry and red currant	2 00
Raspberry and gooseberry	2 00
Plum jam	1 55
Green Gage plum, stoneless	1 55
Gooseberry	1 85
Grape	1 55

Marmalade.

Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	2 00
Ginger	2 20

Pure Preserves—Bulk.

	5 lbs.	7 lbs.
Strawberry	0 69	0 95
Black currant	0 69	0 95
Raspberry	0 69	0 95

14's and 30's per lb.

Freight alowed up to 25c per 100 lbs.

Strawberry	0 69	0 95
Black currant		0 13
Raspberry		0 13

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—

Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb	0 35
Soluble, bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Sit in your office

and get your Western business through us

With seven large warehouses and a staff of live representatives in daily touch with all parts of the vast Western territory, we are in a position to do better justice to your line at less expense than you could by sending out travelers to call on the trade direct.
We are well known and handle only reliable lines. We are open to handle accounts in Western Canada for manufacturers of Europe, United States and Eastern Canada. We guarantee sales.

Full particulars and terms on request.

Nicholson & Bain, Wholesale Commission Merchants and Brokers

HEAD OFFICE—WINNIPEG, MAN.

REGINA SASKATOON EDMONTON CALGARY LETHBRIDGE VANCOUVER

A tip on the side, Mr. Grocer

Did it ever occur to you that you can make more money selling Malcolm's lines of Condensed Milk and Condensed Coffee than any other line on the market? Malcolm's lines of Milk and Coffee are making new and satisfied customers every day. For quality and deliciousness they are unsurpassed. Our Condensed Coffee, with milk and sugar added ready for use, is a seller from the start. No other brand can equal it for flavor.

PRICES:

St. George Brand Coffee, 2 doz. in case	**$4.80**
St. George Evaporated Milk, 4 doz. in case	**3.60**
Banner Condensed Milk, 4 doz. in case	**5.25**
Princess Condensed Milk, 4 doz. in case	**4.50**
Premier Machine Skimmed, 4 doz. in case	**3.80**

Order them from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax. We will prepay freight up to 50c. per 100 lbs.

Malcolm's Condensing Co.

St. George, Ontario

When Buying Seeded Raisins

You are Sure to get the very Finest quality if you specify

"PANSY" brand Fancy Quality

"DAPHNE" brand Choice Quality

Packed by

Guggenhime & Co.
San Francisco, California

"Yes, Ma'am

WINDSOR

is the best

Table Salt

we handle

Unsweetened Chocolate.

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate— Per lb.	
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb. boxes	0 20
Diamond, 6's and 7's, 6 and 12-lb. boxes.	0 25
Diamond, ¼'s, 6 and 12-lb. boxes	0 26
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½ lb. packages, 2 doz. in box, per doz.	0 90
Chocolate confections Per lb.	
Maple buds, 5-lb. boxes..	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes..	0 37
Lunch bars, 5-lb. boxes..	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box..	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 4 bars per box	0 85

EPP'S.

Agents—F. E. Robson & Co., Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ¼, ½, and 1-lb. tins, 14-lb. boxes, per lb.	0 35
10c tins, 3 doz. in box, doz.	0 90

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N. B.; J. A. Taylor, Montreal; P. Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz. ..	0 85
Nut milk bars, 2 dozen in box	0 80
Nut milk breakfast cocoa, ¼'s and ½'s	0 36
Nut milk, No. 1 chocolate.	0 30
Nut milk Navy chocolate, ¼'s	0 26
Nut milk Vanilla sticks, per gr.	1 00
Nut milk Diamond chocolate, ¼'s	0 24
Nut milk plain choice chocolate liquors	20 30
Nut milk sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1, chocolate, ¼ and ½-lb. cakes, 34c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins., 39c. lb.; German's sweet chocolate, ¼ and ¼-lb. cakes, 6-lb. boxes, 24c lb.; Caracas sweet chocolate, ½ and ¼-lb. cakes, 6-lb. boxes, 32c lb.; Cinqueleme sweet chocolate, 1-5-lb. cakes, 6-lb. boxes, 21c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked cocoa, ½-lb. pkgs., 6-lb. bags, 31c lb. Caracas tablets, 5c cartons, 40 cartons to box, $1.25 per box; Caracas tablets, 5c cartons, 20 tons to box, 65c.

The above quotations are f. o.b. Montreal.

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved—	Per case.
Eagle Brand, each 4 doz..	$ 6 00
Reindeer Brand, each 4 doz.	6 00
Silver Cow Brand, each 4 doz.	5 40
Gold Seal Brand, each 4 doz.	5 25
Mayflower Brand, each 4 doz.	5 25
Purity Brand, each 4 doz..	5 25
Challenge Brand, each 4 doz.	4.50
Clover Brand, each 4 doz..	4 50
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each, 4 doz.	4 50
Peerless Brand, tall, each 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each 2 doz.	4 25
St. Charles Brand, gallons, each ½ doz.	4 75
"Reindeer" Coffee and Milk, "large," each 2 doz.	4 80
"Reindeer" Coffee and, Milk, "small," each 4 doz.	5 50
"Regal" Coffee and Milk, each 2 doz.	4 50
"Reindeer" Cocoa and Milk, each 2 doz.	4 80

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN BLEND.

1-lb. decorated tins, lb.	0 35
Mo-Ja, ½-lb. tins, lb.	0 32
Mo-Ja, 1-lb. tins, lb.	0 30
Mo-Ja, 2-lb. tins, lb.	0 30

Presentation (with tumblers) 28c per lb.

MINTO BROS.

MELAGAMA BLEND.

Ground or bean—	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 38

Packed in 30's and 50-lb. case. Terms—Net 30 days prepaid.

FLAVORING EXTRACTS.

SHIRRIFF'S.

Quintessential.

1 oz. (all flavors), doz.	1 05
2 oz. (all flavors), doz.	2 00
2½ oz. (all flavors), doz..	2 30
4 oz. (all flavors), doz.	3 50
5 oz. (all flavors), doz.	4 50
8 oz. (all flavors), doz.	6 50
16 oz. (all flavors), doz.	12 00
32 oz. (all flavors), doz.	22 00

Discount on application.

CRESCENT MFG. CO.

Mapeleine—	Per doz.
2-oz. bottles (retail at 50c)	4 50
4-oz. bottles (retail at 90c)	6 80
8-oz. bottle (retail at $1.50)	12 50
16-oz. bottles (retail at $3)	24.00
Gal. bottles (retail at $30)	15 00

ROYAL

BAKING POWDER

Absolutely Pure

The only baking powder made with Royal Grape Cream of Tartar

No Alum, No Lime Phosphate

ALL grocers should carry a Full Stock of Royal Baking Powder.

It always gives the greatest satisfaction to customers, and in the end yields the larger profit to the grocer.

THERE IS NO SUBSTITUTE

—makes the baking good

When the housewife uses **Forest City** Baking Powder the result is light, fine-grained, tasty baking.

To the dealer it means a satisfied customer and continued patronage.

Forest City has been a home favorite for over 25 years.

Stock and Display.

Gorman, Eckert & Company
LIMITED
London Ontario

Western Selling Agents
Mason & Hickey, Winnipeg

Cooked Hams

This is the Season for Cooked Meats. Are you cultivating this trade on your provision counter? You will find it both profitable and attractive. Let us send you particulars.

F. W. FEARMAN CO., Limited
Hamilton, Ont.

Here are a few of

McVitie & Price's

BISCUITS

established favourites from the Old Country, which every grocer should stock

DIGESTIVE.	"The Premier Biscuit of Britain." Finest wholemeal.
SCOTTISH ABERNETHY.	The Scottish favourite.
ACADEMY CREAMS.	Rich cream-filled shortbread biscuit.
CREAMY CHOCOLATE.	Chocolate biscuit filled with cream.
OSBORNE.	The standard Old Country biscuit, deligbtful flavour.
RICH TEA.	Popular Scottish tea biscuit.
SMALL PETIT BEURRE.	Fine butter flavour.
CORONATION.	Rich shortcake.
BUNTY CREAMS.	Butterfly shape, cream sandwich, almond flavour.
BUTTERETTE.	Light short-eating cracker.
ROYAL SCOT.	Ideal tea or coffee biscuit.

Recognized Official Agents in the following cities:—Halifax, Montreal, Toronto, Winnipeg, Calgary, Edmonton, Lethbridge, Vancouver and Victoria.

SUMMER FRUITS

Cantaloupes

Genuine Sweet Deckers

California Pears

Plums

Finest Georgia Peaches

In 6-Basket Crates

Watermelons New Potatoes

Lemons Oranges Limes

and a full assortment of local Fruits and Vegetables

Importers from All Parts of the World

WHITE & CO., Limited, Toronto

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case	0 11¼
Cases, 5 lbs., 12 to case	0 11½
Cases, 10 lbs., 6 to case	0 11

F. O. B. Montreal.

MARMALADE.

SHIRRIFF BRAND.
"SHREDDED."

1 lb. glass (2 doz. case)	$1 90	$1 80
2 lb. glass (1 doz. case)	3 20	3 30
4 lb. tin (1 doz. case)	5 50	5 25
7 lb. tin (½ doz. case)	8 60	8 25

"IMPERIAL SCOTCH."

1 lb. glass (2 doz. case)	$1 60	$1 55
2lb. glass (1 doz. case)	2 80	2 70
4 lb. tin (1 doz. case)	4 80	4 65
7 lb. tin (½ doz. case)	7 75	7 50

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins.
D. S. F., ¼-lb.	$1 40
D. S. F., ½-lb.	2 50
D. S. F., 1-lb.	5 00
F. D., ¼-lb.	0 85
F. D., ½-lb.	1 45
	Per jar.
Durham, 4-lb. jar	0 75
Durham, 1-lb. jar	0 25

VERMICELLI AND MACARONI

C. H. CATELLI CO., LIMITED.

Hirondelle Brand.

Prices for Quebec.

	1 lb. pkgs.	Loose.
Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Animals, Stars, Alphabets, Small Paste Assorted, 30 lbs., cases	7	6½
Egg noodles, case 10 lbs., loose; cases 60 pkgs., ½ lb. each	7½	7

Marguerite Brand.

Same assortment as above	6½ 6

Catelli Brand.

Vermicelli, Macaroni, Spaghetti, 30 lbs. (loose)	5½
30 lb. cases, 1 lb. pkgs.	5½

Terms, Net 30 days.

Ontario.

L' ETOILE (STAR) BRAND.

Freight Prepaid.

1 lb. pkg., 25 cases or more	.07½
1 lb. pkg., less than 25 case lots	07½
5 lb. box, loose, per lb.	.05½
10 lb. box, loose, per lb.	.05½
21 lb., loose, long, per box	1.50

Terms net 30 days.

JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz 1 80

Straight.

Lemon, contains 2 doz.	1 80
Orange contains 2 doz.	1 80
Strawberry, contains 2 doz.	1 80
Chocolate, contains 2 doz.	1 50
Cherry, contains 2 doz.	1 80
Peach, contains 2 doz.	1 80

Weight, 8 lbs. to case, Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz 2 50

Straight.

Chocolate contains 2 doz.	2 50
Vanilla contains 2 doz.	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz.	2 50
Unflavored contains 2 doz.	2 50

Weight 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.

3 dozen to box	3 60
6 dozen to box	7 20

30 days.

RICHARDS' PURE SOAP.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naphtha as a free premium.

Richards' Quick Naptha Soap.

GENUINE. Packed 100 bars to case.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$5 90
Five cases or more	4 95

STARCH.

THE CANADA STARCH CO., LTD., EDWARSBURG BRANDS and BRANTFORD BRANDS.

Boxes.	Cents.
Laundry Starches—	
40 lbs., Canada Laundry	.06
40 lbs., Boxes Canada white gloss 1 lb. pkgs.	.06½
48 lbs., No. 1 white or blue, 4 lb. cartons	.07
48 lbs., No. 1 white or blue, 3 lb. cartons	.07
100 lbs., kegs, No. 1 white.	.06½
200 lbs., bbls., No. 1 white.	.06½
30 lbs., Edwarsburg silver gloss, 1 lb. chrome pkgs.	.07½
48 lbs. silver gloss, in 6-lb. tin canisters	.08
36 lbs., silver gloss 6-lb. draw lid boxes	.08
100 lbs., kegs, silver gloss, large crystals	.07
28 lbs., Benson's Satin, 1-lb. cartons, chrome label	.07½
40 lbs., Benson's Enamel (cold water), per case	3 00
20 lbs. Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 00

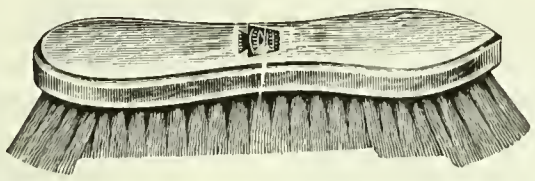
Culinary Starch.

40 lbs. W. T. Benson & Co.'s prepared corn	.07½
40 lbs. Canada pure corn starch	.06
(120-lb. boxes ¼c higher.)	
Casco Potato Flour, 20-lb. boxes, per lb.	.10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.	.60
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	.06½
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	.07
Barrels, 200 lbs.	.06½
Kegs, 100 lbs.	.06½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lbs.	.07½
8 in case	.07¾
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	.08
Kegs, extra large crystals, 100 lbs.	.07
Canadian Electric Starch—	
Boxes containing 40 fancy pkgs., per case	3 00
Celluloid Starch—	
Boxes containing 45 cartons, per case	3 60
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.06
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.07½
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	.07½
(20-lb. boxes ¼c higher than 40's.)	



The above cut shows an article of daily use in every household in Canada. We specialize on

Scrubbing Brushes

and have the cost of this class of goods reduced to a minimum. The Dealer gets the advantage of this when he buys our Brushes. We have a large range in every class of material which show good margins of profit in lines to retail from 10 cents to 25 cents. Remember it's the KEYSTONE BRAND.

Stevens-Hepner Company
Limited
Port Elgin, Ontario.

Why Not Adopt Us NOW

and share in the many repeat orders we are bringing Canadian Jobbers?

Write us or our Canadian Representative in your city for prices and samples.

WE WILL GROW WITHOUT NURSING

CANADIAN REPRESENTATIVES:
Winnipeg—Ruttan, Alderson & Lound, Ltd.
British Columbia—Hamblin & Brereton, Ltd.
Edmonton, Alta.—Geo. J. Benjamin.
Regina—G. C. Warren.
London, Ont.—J. Harley Brown.
St. John, N.B.—Walter W. Chase.
Toronto—Harry Horne Co.
Montreal—Geo. Hodge & Son, Ltd.
Saskatoon—M. A. Schaffner.

MADE ONLY BY

Geo. A. Bayle, St. Louis, U.S.A.

Established 1888—Originator of Horseradish Mustard, Peanut Butter, Horseradish Cream, Etc.

NOTICE!

We have secured an injunction in the Supreme Court of Ontario against a manufacturer from selling chewing gum put up in packages tending to deceive the public into thinking it is **THIS GENUINE:**

Wrigley's Spearmint has been consistently and widely advertised throughout Canada. The public will instantly detect the fake upon trial, for it has not the resiliency and smooth-chewing quality of the genuine. Handle the **real goods** and insure steady sales.

Be Sure It's Wrigley's

Wm. Wrigley Jr. Co., Ltd., 7 Scott Street, Toronto

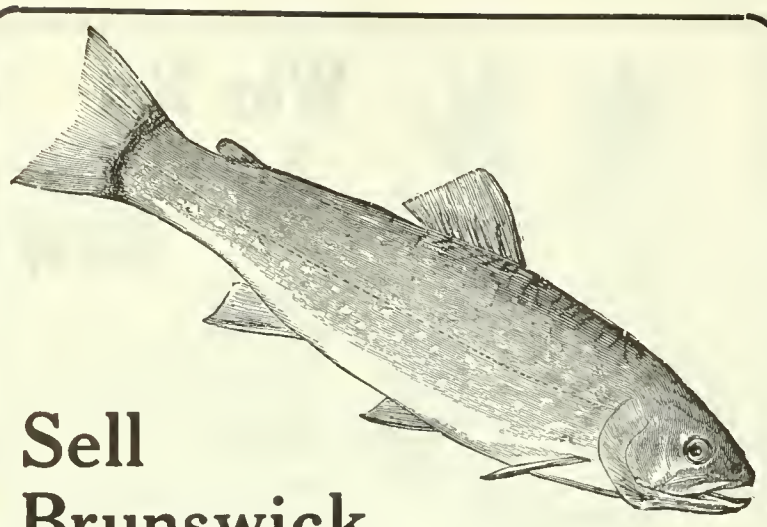
Century SALT

is pure, clean salt.

To build a business honestly you must sell purity in food products. Century Salt, from one year end to the other, is exactly the same, always pure white crystals, refined with the greatest care.

Excellent for table, cooking or dairy—you can satisfy every customer with Century Salt.

The DOMINION SALT CO., Limited
SARNIA, ONT.



Sell Brunswick Brand Sea Foods for Profit and Reputation

They will win for you a larger and more profitable fish trade. The high quality and moderate price of **"Brunswick Brand" Sea Foods** has produced a large trade, which combined with conscientious business methods is constantly increasing. They are proven winners and will add to your prestige as a dealer of quality goods.

Located close to the fishing grounds we get the pick of the fishermen's catches—Our plant is modern and strictly sanitary, one of the largest on the Atlantic Coast.

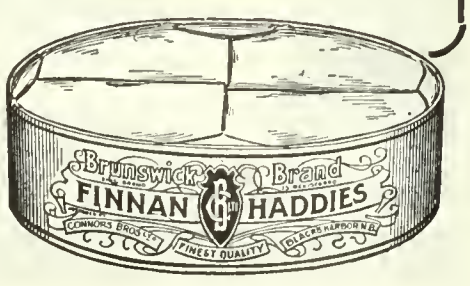
Here are a few of our satisfaction-giving leaders:

¼ Oil Sardines.	Kippered Herring
¾ Mustard Sardines	Herring in Tomato [Sauce
Finnan Haddies (oval and round tins)	Clams
	Scallops

Connors Bros., Limited

Black's Harbor, N.B.

THESE FISH ARE SUFFICIENTLY COOKED AND MAY BE EATEN COLD
BRUNSWICK BRAND
HERRINGS IN TOMATO SAUCE
Breakfast Delicacy
PREPARED BY
CONNORS BROS. LTD
BLACK'S HARBOR N.B. CANADA
Diploma awarded at St John Exhibition 1890
THEY SHOULD NOT BE LEFT IN THE TIN AFTER IT IS OPENED



OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack., 4 doz. per case, $4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, $3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, $3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case; $4; Ocean Borax, 8 oz. pack., 4 doz. per case, $1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, $3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, $3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, $6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, $6.50; Ocean Baking Powder, 4 oz. pack., 4 doz. per case, $3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, $1.60; Ocean Baking Powder, 5 lbs. tin, 10 tins per case, $7.50; Chinese Washing Powder, 8 oz., 120 pack, per case, $4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, $6; Ocean Mustard (French Mustard, quart size), 2 doz. per case. $4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, $4; Ocean Liquid Blue, pint bottles, 2 doz. per case, $1.80; Petrolatum, 2 oz. jars, 12 doz. per case, $5.40; Petrolatum, 5 oz. jars, 6 doz. per case, $5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz. per case, $7.20.

SOUPS—CONCENTRATED

CHATEAU BRAND.

Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli, Consomme, Tomato.

No. 1's, 95c per dozen.
Individuals, 45c per dozen.
Packed 4 dozen in a case.

COW BRAND BAKING SODA.

In boxes only.
Packed as follows:

5c packages (96)	$3 20
1 lb. packages (60)	3 20
½ lb. packages (120)	3 40
1 lb. 30 / ½ lb. 60 } Packages, Mixed.	3.30

SYRUP.

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case	2 50
5-lb. tins, 1 doz. in case	2 85
10-lb. tins, ½ doz. in case	2 75
20-lb. tins, ¼ doz. in case	2 70
Barrels, 700 lbs.	3½
Half barrels, 350 lbs.	3¾
Quarter barrels, 175 lbs.	4
Pails, 38½ lbs.	1 95
Pails, 25 lbs. each	1 35

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case	2 85
5-lb. tins, 1 doz. in case	3 20
10-lb. tins, ½-doz. in case	3 10
20-lb. tins, ¼ doz. in case	3 05

(5, 10 and 20-lb. tins have wire handles.)

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case . 4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s, Tins, 2 doz. to case.

Quebec, per case	$1 35
Ontario, per case	1 50
Manitoba, per case	2 30
Saskatchewan, per case	2 60
Alberta, per case	2 70
British Columbia, per case.	2 40

DOMOLCO BRAND.

2s, Tins, 2 doz. to case.

Quebec and Ontario, per case	2 95
Manitoba, per case	3 40
Saskatchewan, per case	3 65
Alberta, per case	3 75
British Columbia, per case.	3 55

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles 3 and 6 doz. cases, doz.	0 90
Pint bottles, 3 doz., cases, doz.	1 75

H. P.

	Per doz.
H. P. Sauce—	
Cases of 3 dozen	1 90
H. P. Pickles—	
Cases of 2 doz. pints	3 25
Cases of 3 doz. ¼-pints.	2 20

STOVE POLISH.

JAMES DOME BLACK LEAD.

2a size, gross	2 50
6a size, gross	2 40

NUGGET POLISHES.

	Doz.
Polish, Black and Tan	0 35
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleanser	1 15

TOBACCO.

IMPERIAL TOBACCO COMPANY.

(Empire Branch)

Black Watch, 6s ½ butts, 9 lbs., boxes 5 lbs.	0 45
Bobs, 5s, ½ cads, 12 lbs., ¼ cads., 6 lbs.	0 33
Bobs, 10s, ½ butts, 12 lbs., ¼ cads., 6 lbs.	0 39
Currency, 5s, ½ butts, 9 lbs., boxes 6 lbs.	0 39
Currency Navy, 10s, ½ cads, 12 lbs., boxes 6 lbs.	0 39
Stag Bars, 5 1-3s, ½ butts, 12 lbs., boxes 6 lbs.	0 39
Old Fox, 10s, ½ butts, 12 lbs., boxes 6 lbs.	0 40
Pay Roll, thick, 7½s, ½ butts, 10 lbs., boxes 5½ lbs.	0 59
Pay Roll, thin, 7½s, ½ butts, 10 lbs., boxes 5 lbs.	0 59
Pay Roll, 7½s, ½ cads, 12 lbs., ¼ cads, boxes 6½ lbs.	0 59
Shamrock bars, 6 2-3s, ½ butts, 12 lbs., boxes 6 lbs.	0 50
Empire, 6s, cads 15 lbs., ¼ cads, boxes 6 lbs.	0 44
Empire, 12s, cads 15 lbs., ¼ cads, boxes 6 lbs.	0 44
Ivy, 7s, butts, 17 lbs., ½ butts, 8½ lbs.	0 50
Great West, 8s	0 59
Regal, 9s,	0 70
Starlight, 7s, ½ butts, 8½ lbs.	0 50

TEAS.

THE SALADA TEA CO.

East of Winnipeg.

	Wholesale.	R't'l.
Brown Label 1s and ½s	.25	.30
Green Label, 1s and ½s	.27	.35
Blue Label, 1s, ½s, ¼s, and ½s	.30	.40
Red Label, 1s and ½s	.36	.50
Gold Label, ½s	.44	.60
Red-Gold Label, ½s	.55	.80

LUDELLA.

In 30, 60 and 80-lb. cases.

Black, Green or Mixed.

Blue Label ½s	0 21
Blue Label, 1s	0 20
Orange Label, 1s	0 23
Orange Label, ½s	0 24
Brown Label 1s and ½s	0 23
Brown Label, ¼s	0 30
Green Label 1s and ½s	0 35
Red Label, ½s	0 40

UPTON'S KETCHUP

is steadily making friends for itself.

A friend made is always retained—because it is absolutely the best value on the market.

Write us for prices or ask your jobber.

THE T. UPTON CO. Limited

Factory at Hamilton,

Sales Dept. at St. Catharines.

EXTRA FANCY ELBERTA PEACHES

By bringing them on in car loads, we are able to sell at very much lower prices. They come right through by fast trains and land in perfect condition. Send along your orders.

Lawton Berries and Huckleberries

Get supplied before they are over. This is your last chance.

THE HOUSE OF QUALITY

HUGH WALKER & SON

Established 1861

GUELPH and NORTH BAY

MOTT'S "Elite" Chocolate

is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—**MOTT'S**

Retails at 10 Cents per Cake.

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

Hot Weather Special

on

Brooms

only while they last.

4 String,	No. 100,	$3.00	line	at	$2.40
4	"	"	200,	$3.20	"	$2.60
4	"	"	300,	$3.60	"	$3.00

Regular goods.

Walter Woods & Co. Hamilton

Fresh Juicy Pickles
ROWAT'S

Carefully packed in pure vinegar. Every bite is a delight. Most of your customers know this; the others will just as soon as you stock and display these profit-makers.

Rowat & Co.
Glasgow, Scotland

CANADIAN DISTRIBUTORS

Snowdou & Ebbitt, 325 Coristiue Building, Montreal, Quebec, Ontario, Manitoba, and the North-west; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

ORANGE MARMALADE.

BANNER BRAND.

	Shipping Price Doz.	Weight Lbs.
12-oz. Glass Jars, 2 doz. to case	$1.00	33
Special Tumbler, 2 doz. to case	0.95	30¼
2-lb. Gold Lacquered Tins, 2 doz. to case	2.10	49
	Pail.	Lbs.
5-lb. Gold Lacquered Tins, 8 tins to case	0.42½	41
7-lb. Gold Lacquered Tins, 8 tins to case	0.59½	56

Freight prepaid up to 25c per 100 lbs. on five case lots and over.

MELAGAMA TEA.

MINTO BROS., LIMITED.
45 Front St. East.
We pack in 60 and 100-lb. cases.
All delivered prices.

	Wholesale	Retail
Brown Label, 1-lb. or ½	.25	.30
Red Label, 1-lb. or ½	.27	.35
Green Label, 1s, ½ or ¼	.30	.40
Blue Label, 1s, ½ or ¼	.35	.50
Yellow Label, 1s, ½ or ¼	.40	.60
Purple Label, ¼ only	.55	.80
Gold Label, ¼ only	.70	1.00

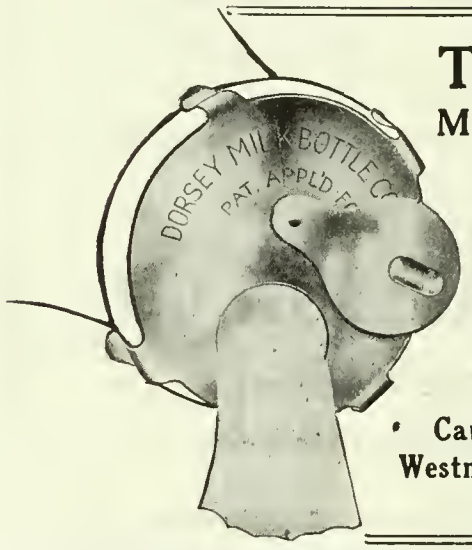
JELLY POWDERS.

WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. ..... $ 0.90
List Price.
"Shirriff's" (all flavors), per doz. 0 90
Discounts on application.

YEAST.

White Swan Yeast Cakes, per case 3 doz. 5c pkgs.. 1 15



The Dorsey
Milk Bottle Cover

Instantly converts any milk bottle into a covered milk pitcher. This cover is adjustable to any size milk bottle and entirely eliminates the constant removing and replacing of paper cover. No files, dirt or odors can enter the milk. Dorsey covers retail at 10c. Send for sample and prices.

Canadian Sales Agency
Westmount Commercial Bdg.
Montreal

Sanitary Cans
"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Co., Ltd.,
NIAGARA FALLS, ONT.

Ain't this great weather for

"St. Nicholas"

"The utmost in Lemons"

J. J. McCabe
AGENT
TORONTO, ONT.

Early Vegetables

Tomatoes, Celery, Lettuce, Radishes, Etc.

Fresh shipments arriving daily. Our prices are exceptional—let us quote. Prompt shipment assured.

Write, phone or wire.

LEMON BROS.
Owen Sound, Ontario

Fels-Naptha's Growth

is due to the popularity of the soap with the wholesaler, retailer and (especially) the consumer!

Results in growth and sales (from such a combination) were inevitable.

And the basis of this popularity was the effective Quality of Fels-Naptha.

The Tea that wins and holds trade.

This fine old country Tea is scoring victories all along the line. Reports of its success are coming in from all quarters, and dealers who are now stocking it say that it brings more praise than any tea they have ever handled.

DICKESON'S TEA
"The Beverage of the Old Country."

is ready to speed up your tea sales. You'll find it a popular line—a line easy to sell. It wins on Quality. Try it yourself. Note its fine, rich flavor and strength. Sold in the original aluminum wrapper.

Dickeson's Tea is the Best Tea.

Write to any of these Agents:

Toronto—Frederick E. Robson Co.
Hamilton—C. G. Walker & Co.
Ottawa—H. N. Bate & Sons, Ltd.
Windsor—G. Clair Bliss, Detroit, Mich.
London—R. Donaghy.
St. John, N.B.—E. T. Sturdee.
Quebec, Que.—A. Francois Turcotte.
Winnipeg, Man.—W. Lloyd Lock & Co.

ESTABLISHED 1849

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Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.	Vancouver, B.C
Edmonton, Alta.	Hamilton, Ont.
Halifax, N.S.	Montreal, Que.
London, Ont.	Quebec, Que.
Ottawa, Ont.	Toronto, Ont.
St. John, N.B.	Winnipeg, Man.

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, GENERAL MANAGER WESTERN CANADA
TORONTO

Buyers' Guide

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

You Want Thia

Taylor's Prepared Mustard

IN JARS

Over 100 years of success. A great deal different and a great deal better. Royalty has used it.

Agents Wanted

H. P. Taylor, 14 Place Royale, Montreal

The

Condensed Ad.

page

will interest you

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal

WRITE TO

10 Garfield Chambers, Belfast, Ireland, for Sample Copy of the

Irish Grocer, Drug, Provision and General Trades' Journal

If you are interested in Irish trade.

GRATTAN & CO., LIMITED

ESTD. 1825

The Original Makers of

BELFAST GINGER ALE

Agents in Western Canada

EMERSON, BAMFORD CO.

842 Cambie Street VANCOUVER, B.C.

COMBINE BARRAL

Preparation for preserving freshness of eggs. A very simple process for preserving eggs from one laying season to another without losing any of their qualities.

REFERENCE AND CIRCULAR FREE.

Octavier Rolland, P.O. Box 2363, Montreal

HOLLAND RUSK

The common verdict of your customers after they have tried it: "There's only one thing just as good—More." Order a case from your jobber to-day.

HOLLAND RUSK COMPANY

HOLLAND, MICH.

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper

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53 Highest Awards in Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA

Registered Trade-Mark

Our Cocoa and Chocolate preparations are Absolutely Pure — free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co. Limited

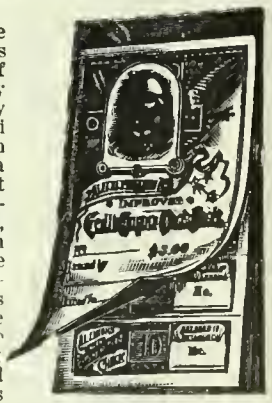
Established 1780

Montreal, Can. Dorchester, Mass.

When they ask for credit give them

ALLISON COUPON BOOKS

Please Them—Make Yourself Safe



Don't let the credit customers put you out of business, as they have done many a man. Control the situation yourself—when a man wants credit give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes.

For sale by the jobbing trade everywhere.

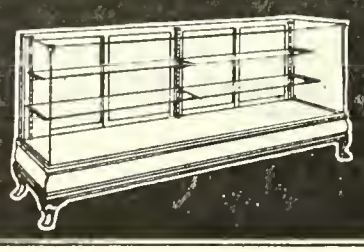
Manufactured by

ALLISON COUPON COMPANY

Indianapolis, Indiana, U.S.A.

Before placing YOUR ORDER for

SHOW CASES, STORE FRONTS ETC.



Write us for full particulars and estimates

KENT, SON & CO.

261 King St. West

TORONTO

This Page Is The Clearing House for Grocers' Wants

WHAT HAVE YOU TO SELL?

This page will find a market for that Coffee Mill you are not using quicker than any other medium, BECAUSE it goes into the hands and is read from cover to cover by practically every progressive Grocer between the Atlantic and the Pacific.

Try it out.

Talk across Canada for two cents a word

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word for first insertion, 1c for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

COLLECTIONS

COLLECTIONS.—ACCOUNTS AND CLAIMS of every nature collected everywhere. Send for free booklet C and forms. Commercial Collection Co., 77 Victoria St., Toronto, Ont.

MISCELLANEOUS

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 134, Stair Building, Toronto.

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

FIRE INSURANCE. INSURE IN THE Hartford. Agencies everywhere in Canada.

THE NATIONAL CASH REGISTER COMpany guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto. Arthur. Ont.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

ACCURATE COST-KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination — employees' time register and cost keeper. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

WANTED

WANTED—A RELIABLE, AMBITIOUS MAN in every town, to look after the circulation of magazines. Work very remunerative. MacLean Publishing Company, 143-151 University Ave., Toronto, Ont. t.f.

ENERGETIC SALESMAN, AGE ABOUT 40, wanted. Must have grocery connection between Montreal and Quebec. White Swan Spices & Cereals, Pearl St., Toronto, Ont. tf

WANTED—A GROCERY CLERK — ONE who can handle sign brush preferred. Steady position for the right man. Booze and cigarettes prohibited. Apply A. Ferguson, Port Arthur, Ont.

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

FOR SALE

FOR SALE—ONE COFFEE MILL, MEAT slicer, Stimpson computing scale, cheese cutter, all in first-class condition. A snap. Apply Box 389. North Battleford. Sask.

FOR SALE—ONE OF BEST RETAIL GROcery businesses in West. Turnover $160,000.00 per year. Stock $6,500.00, and all fresh. Fixtures and working stock $3,500.00. Turn stock every two weeks. $5,000 cash will handle. Address replies to G. B. M., Box 1073, Calgary. (814)

FOR SALE—AN ADVERTISEMENT UNDER this heading would be seen by practically every progressive grocer in the Dominion. This means that it will be read by the very man who is in need of such a coffee mill, cash register, cheese cutter, showcase, etc., that may be standing idle in your store, and which could be turned into money by an outlay of just two cents a word. See our rates above and send your ad. along to-day.

BUSINESS CHANCES

OPENING FOR GENERAL STORE AT Hubert, B.C., new town on main line Grand Trunk Pacific transcontinental railroad. Hubert is the trade center of the fertile Bulkley Valley, also supply point for great mining district. Train service has started, station and side tracts built, post office established, and Government bridge over Bulkley River, connecting highways, completed. Trade is waiting for right man to establish general store. For detailed information write R. L. Gale, Deputy Mining Recorder, Hubert, B.C.

FOR SALE—THE STOCK AND FIXTURES of the largest and best equipped grocery and butcher business combined, on the best business corner in the progressive town of North Bay, Ont. Population about 14,000. This store did a cash business last year of over $90,000.00. Long lease. Good reasons for selling. Apply to Box 85, North Bay, Ont.

Want Ads.

If you want a buyer for your business, or have a situation to fill or want a situation, send us a Condensed Advertisement. There is someone who is looking for a proposition such as yours. For two cents a word you can speak across the continent with a condensed advertisement in "Canadian Grocer."

Try it out.

Probably the best reason why you should sell

CHASE & SANBORN'S
High-Grade Coffees

is because your customers have learned to like and ask for them.

Chase & Sanborn, - Montreal
HIGH-GRADE COFFEES

The Barr Account Register Will Pay For Itself in the Saving of Time and Labor.

It overcomes the trouble and worry in the handling of Credit Accounts.

It tells you just exactly when your customer has reached the limit of credit.

It furnishes the customer with the last purchase, a correct account in full to date.

It makes collections come easy.

It has exclusive features that count for efficiency.

A post card **sent to-day** will get you more information, and a demonstration.

Counter Cabinet Style—Closed

BARR REGISTERS LIMITED
TRENTON, ONTARIO

Great Britain: Head Offices, Dacre House, No. 5 Arundel Street, Strand, London, W.C. Factory, Birmingham, England.

SPECIAL NOTICE

The Barr Register is a bona-fide Canadian invention, fully protected by valid patents. There is not and never have been any legal proceedings against such patents, notwithstanding competitor's talk to the contrary. We make this announcement as we understand some merchants have been imposed upon and have been induced to buy other Registers through such talk.

BARR REGISTERS, LIMITED.

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Why Worry?

Don't allow yourself to be disturbed by

War News!

Keep your business advancing by taking advantage of our offers. You should stock

"La Soleil" Brand Petits Pois Vegetables

"Minerva" Brand Olive Oil.

"F. Lecours" Imported Mushrooms.

"Feyret-Pensan" French Mushrooms.

"Bacchus" Tonic Wine.

"Victoria" Brand Tea and Coffee.

Why?

They sell on MERIT. Give you good Profit and unequalled SATISFACTION to users.

Laporte, Martin, Limitee

568 St. Paul Street - MONTREAL, Que.

Telephone Main 3766

Our Seal TUCKETT'S SMOKING Tobacco

If fond of a good pipe yourself smoke "OUR SEAL" Tobacco

This is the supreme result of six years' experimenting in the blending of tobacco leaves to produce an article that is both mild and satisfying—a rich, mellow tobacco, with a pleasing delicate flavor and fragrance, made from the properly grown and ripened leaves of the finest Virginia plants.

Try it yourself and stock it for your best trade. Smokers all appreciate "Our Seal."

Get it from your wholesaler.

TUCKETT LIMITED, Hamilton, Ontario

Your Windows Are Reminders

Dress your windows with tempting displays of fruit and "REDPATH PACKAGES," and you will score a distinct triumph over the other stores in your neighborhood.

One helps the other during the preserving season. Certainly, it will be a "feather in your cap" to have every woman, who passes your store, realize that she can get the best sugar as well as the best fruit when she deals with you.

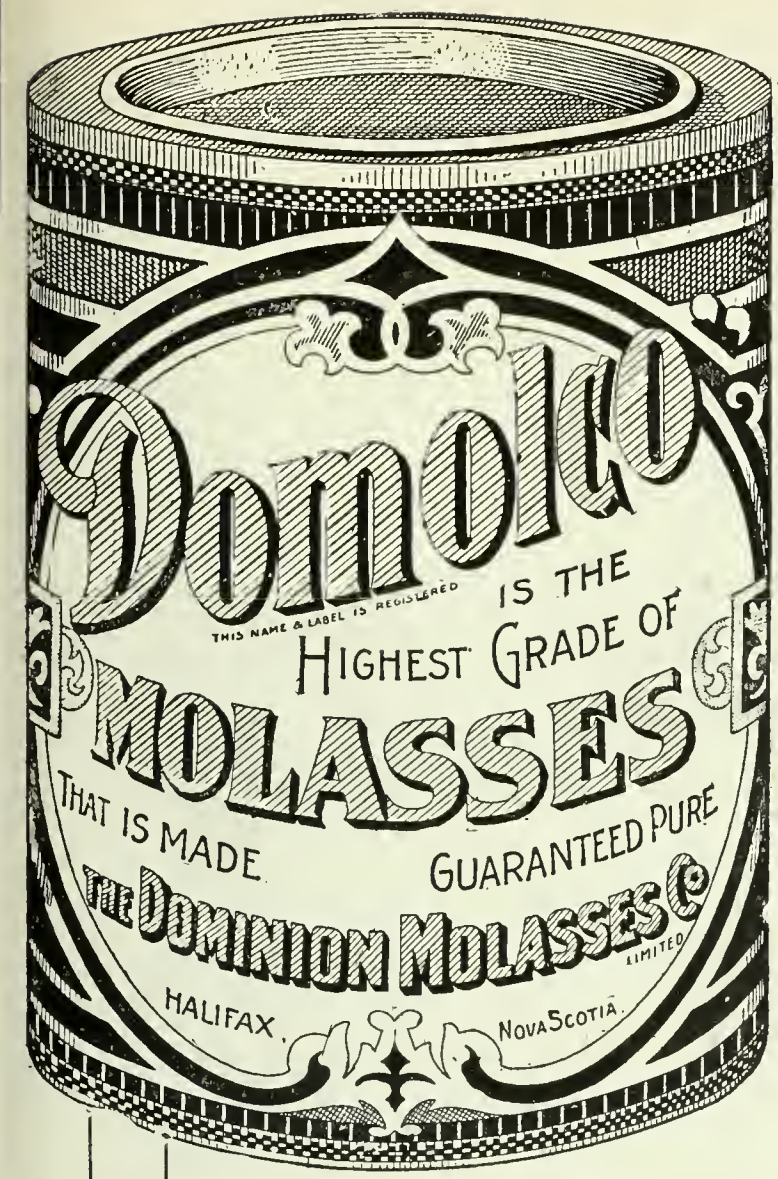
Redpath

EXTRA GRANULATED SUGAR

in original packages, presents Canada's finest sugar at its best. The packages are steadily increasing in popularity, with the trade as well as with the consumer, because of their great convenience.

How is your supply of 2 and 5-pound Sealed Cartons, and 10, 20, 50 and 100-Pound Cloth Bags?

CANADA SUGAR REFINING CO., LIMITED
MONTREAL



Every package of molasses bearing this registered label must contain

The Best

Domolco Molasses

is superior for table use to any molasses in the Dominion

GUARANTEED PURE

Domolco is the registered name of a pure refined product of British West India Sugar Cane—the delicious refined molasses that is far superior to Glucose Syrups for table use and has no equal for all kinds of cooking purposes.

This molasses is put up in sanitary Lever Top Tins attractively labelled—all sizes.

Your wholesaler can supply you.

The Dominion Molasses Co., Ltd.

HALIFAX, N.S.

Distributors for Manitoba and Saskatchewan: Messrs. The W. H. Escott Co., Ltd., Winnipeg

Thousands of Canada's best retail Grocers are now keeping their stores free from flies by using

WILSON'S FLY PADS

on Wednesday afternoons and over Sunday.

DIRECTIONS

Darken the whole store as much as possible. Raise the blind on one window facing south or west about ten inches, then cover this window front with plates of Wilson's Fly Pads properly wetted.

Next morning sweep up the flies and put the plates away for further use.

REMEMBER

That a bar of light must be created that will attract the flies to one spot.

And that this space must be completely covered with pads to ensure all the flies alighting on them.

The Wilson Fly Pad Co.

HAMILTON

FEATURING RISE IN RENTS AND GENERAL EXPENSES

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVIII. PUBLICATION OFFICE: TORONTO, AUGUST 14, 1914. No. 33

AMOUNT OF BOVRIL TAKEN
In the remarkable experiments on human subjects an amount of Bovril proportionate to the small black diagram bottle has been proved to produce an increase in muscle, flesh and bone proportionate to the large red bottle.
A Good Margin of Profit
is reserved by us for the retailer upon all our goods. Bovril will again be widely advertised this autumn and winter. There is sure to be a big demand. Order your stocks at once.
Bovril Cordial sells readily, both in the large and quarter bottles.
BOVRIL

BOVRIL, LIMITED, 27, St. Peter Street, MONTREAL.

Your chance to prove—*come and see*

Grocers and Butchers should make it a point to visit the "Hobart" exhibit while at the Toronto Exhibition. The demonstration of these wonderful, quick-grinding Electric Coffee and Meat Grinding Mills will be given in Manufacturers' Building No. 2, where we will be glad to see you any time. If you are a stranger in the city you are welcome to make use of our city offices at 105 Church Street (cor. Richmond Street)—make it your rendezvous.

Thousands of users throughout Canada have found the "Hobart" Mills are real money-makers. For quick, even grinding and power economy they are unequalled. You can pay for a "Hobart" Mill in a very short time with the extra profits made possible by its use. This veritable **Power Plant** is at your service every minute of the day.

The "Hobart" Mills are made in all sizes and styles, from the "Hobart Baby" shown below to the largest pedestal style, varying in capacity from one to twenty pounds a minute.

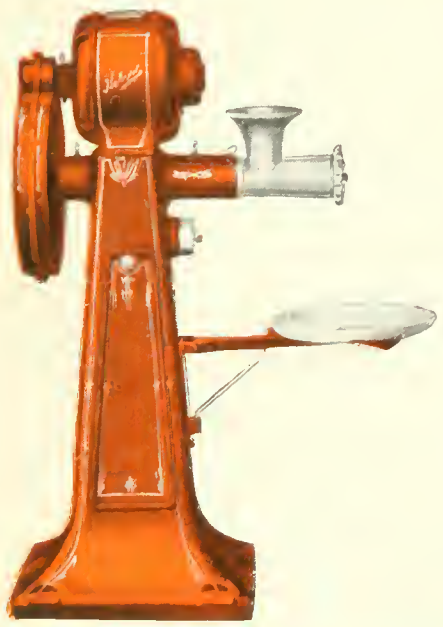
Hobart built the first Electric Coffee Mill and first Electric Meat Chopper, nearly 17 years ago. This long experience, combined with most improved factory equipment, enables Hobart to build the most improved, durable and efficient mills in the world.

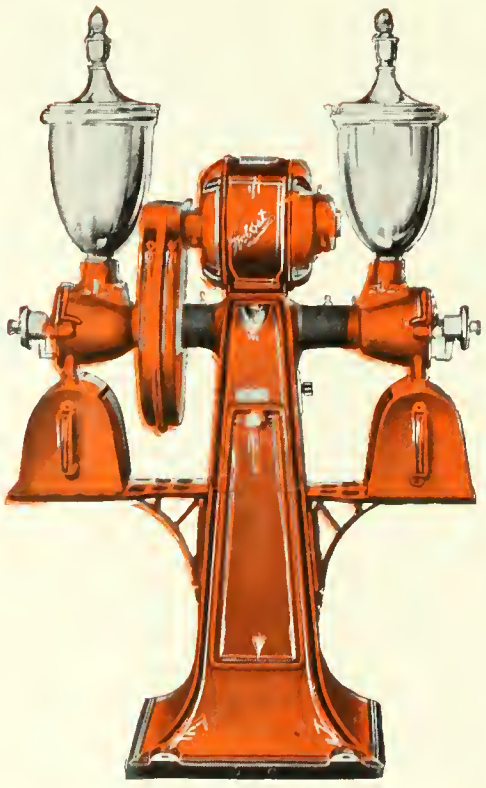
Come and let us talk it over, or send for Catalog.

The Hobart Manufacturing Company

105 Church Street **TORONTO**

There's a "Hobart" Electric Mill for every need



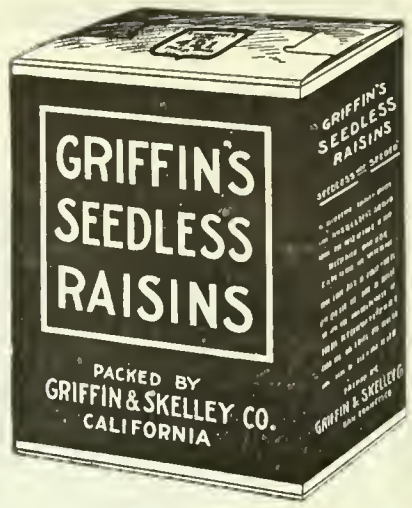


Agencies throughout the British Empire

This is the "Hobart Baby," a small mill that is as perfect in every detail as the largest of the Hobart line. It is giving absolute satisfaction to thousands of grocers with small needs.

Griffin & Skelley's

Dried and Canned Fruits and Vegetables



represent the heighth of perfection in fruit and vegetable growing, drying, preparing and packing. They are known as the standard of quality. Your customers will appreciate if you sell this pack.

Here is a partial list of the Griffin & Skelley lines which will help you make your selection for your next order. Ask your wholesaler for a complete list.

Apricots,	White Cherries,	Greengages,	Prunes,
Peaches,	Black Cherries,	Raspberries,	Seedless and
Grapes,	Blackberries,	Strawberries,	Seeded Raisins,
Pears,	Damson Plums,	Pineapples,	Asparagus, etc.

Keep your eye on this page for additional ads on other quality lines which we handle.

Arthur P. Tippet & Company
AGENTS
Montreal, Que.

A Special Invitation

to Every Manufacturer, Sales Manager, Advertising Man, Trade Paper Editor and Publisher in the Country

REGARDLESS of what your interest in trade journals may be, you are, in one way or another, a partner in the development of business building and business expansion through the medium of the Business Press. Any advance in trade journalism is of more than pocket-book interest to you. That your individual influence may be recorded—that you may add the light of your experience to that of the notable technical, class and trade journal editors and publishers in the country—you should cross three red-letter days on your desk pad and attend the

9th Annual Convention of The Federation of Trade Press Associations at the Congress Hotel, Chicago, Sept. 24, 25, 26

Bring with you anything you have to offer in the way of suggestions bearing on editorial, circulation, or advertising policies. Or, if you do nothing more, come and listen to those who are making the trade press movement so tremendous a factor in modern business efficiency. One new idea gleaned from this fraternity, banded together for *your* interests, will make your presence at this convention pay you dividends.

Business Building Through the Business Press

For Further Information Address

E. R. SHAW, Chairman Committee on Arrangements
537 South Dearborn Street, Chicago

THE FEDERATION OF TRADE PRESS ASSOCIATIONS

F. D. PORTER, President, Chicago — **JOHN CLYDE OSWALD**, Vice-Pres., New York — **E. E. HAIGHT**, Sec'y-Treas., Chicago

-the easy sellers

E. D. S. Pure Fruit Products are backed with a wide-spread, convincing publicity campaign — this factor, combined with 100 per cent. purity and deliciousness, makes these lines easy, all-year-round sellers.

Stock now—they make attractive displays.

Made only by

E. D. Smith & Son
Limited
WINONA ONTARIO

AGENTS:

NEWTON A. HILL	Toronto
W. H. DUNN	Montreal
MASON & HICKEY	Winnipeg
R. B. COLWELL	Halifax, N.S.
A. P. ARMSTRONG	Sydney, N.S.

BORDEN MILK Co., LIMITED
"EAGLE BRAND"
Trade Mark of BORDEN MILK COMPANY LIMITED
GAIL BORDEN
EAGLE BRAND
by which their PRESERVED MILK will hereafter be designated and for additional protection against imposition each Label will bear the signature.
Gail Borden
BORDEN MILK COMPANY LIMITED
MONTREAL, CANADA.

When fresh milk turns sour

and a fresh supply is not at hand have your customers a worthy substitute? This argument alone could be utilized in introducing

Borden's Eagle Brand

into households that have never used condensed milk before. Once the emergency arrives its real value is established and the taste is formed.

No household should be without a can or two of Eagle Brand Milk—the ever-ready and delicious substitute for fresh milk and cream.

Start to-day to create a demand. Put in a window display and draw attention to the superiority of Borden Milk Products — Eagle Brand Milk, Borden's Evaporated Milk, Reindeer Brand Coffee, Cocoa and Milk.

Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Building
Vancouver, B.C.

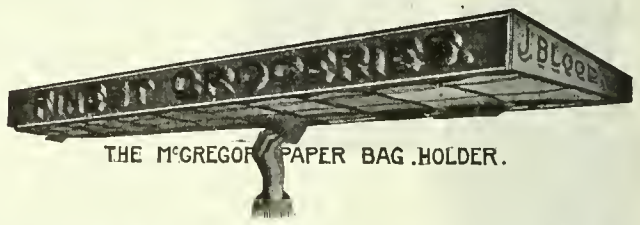
FURUYA & NISHIMURA

SEE OUR SAMPLES OF JAPAN TEAS

RENNIES SEEDS

PUREST-CLEANEST
MOST RELIABLE
GET CATALOGUE
AT BEST DEALERS
OR DIRECT
TORONTO - MONTREAL
WINNIPEG - VANCOUVER.

A store convenience — costs little — gives big service



Holds every size bag from ¼ to 10 lbs. Always ready. Saves time, space and waste of bags. Supply of bags is laid in the top; one by one is secured as required. The most practical bag holder made. You cannot afford to be without one. Write for Prices and detailed particulars.

For sale by all first-class jobbers or

The O. P. McGregor Paper Co., Limited

411 Spadina Ave., Toronto

The Bowser Red Sentry Pump means Pure Gasolene for the motorist and More Business for the grocer. We've taught the motorist to look for the Red Sentry and we've made a Red Sentry with electric bulb that will show a red light at night and look for the motorist. An automobile is like a wagon load of money rolling along and paying some out to each enterprising merchant. Get yours! We'll show you! A

BOWSER
ESTABLISHED 1885

Outfit in your store means *increased sales* of gasolene and kerosene *accurately measured;* it cuts out the "guess" and keeps in the profit. It keeps your store clean and saves soiling your hands with measure and funnel; it measures gallons, half-gallons, quarts, pints and half-pints, and shows the price; it shows how much to give for "five cents' worth," how much to charge when you "please fill this can." Bowser and Oil Profits go together. Write for booklet "For Your Store." No obligation incurred.

S. F. BOWSER & COMPANY, Inc.

66-68 Frazer Avenue, - - Toronto, Ont., Canada

Made by Canadian Workmen and Sold by Canadian Salesmen.
Sales Offices in all Centres and Representatives Everywhere.

Original patentees and manufacturers of standard; self-measuring hand and power driven pumps, large and small tanks, gasolene and oil storage and distributing systems, oil filtering and circulating systems, dry cleaner's systems, etc. Established 1885.

Don't Buy "An Electric Coffee Mill"

Buy a COLES GUARANTEED ELECTRIC MILL

There's a tremendous difference — as great as there is between an unsigned check and a signed one.

When the name COLES is on your mill you're certain it's "right."

Have you a copy of Catalogue 913C?

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

COLES MANUFACTURING CO.

1615 North 23rd St. PHILA., PA

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.

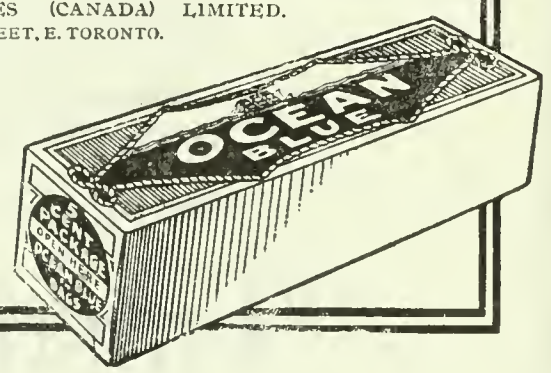
OCEAN BLUE

Every packet you sell will advertise your store by its superior quality, greater effectiveness, and the invariably good results it produces. OCEAN BLUE does justice to your selection, and its quality makes a lasting impression on every user.

Order from your Wholesaler.

HARGREAVES (CANADA) LIMITED.
33 FRONT STREET, E. TORONTO.

Western Agents: For Man., Sask. & Alta. Nicholson & Bain Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For B.C. and Yukon: Donkin, Creeden & Avery, 117, Arcade Buildings Vancouver, B.C.



H-E-I-N-Z H-E-I-N-Z

What Is a Profit?

NOTHING pays you a profit until you *sell* it. No matter how great the margin between cost and selling price, if the goods stick on your shelves, you lose money

Steady national advertising plus superlative quality keeps *Heinz 57 Varieties* moving off your shelves and paying profit.

Our Grocers' Service Department will help you make more money. Ask our salesman what we are doing along this line or write us for full particulars.

H. J. HEINZ COMPANY
PURE FOOD PRODUCTS
PITTSBURGH, U. S. A

H-E-I-N-Z H-E-I-N-Z

CAN-O-WAX

a household necessity

A pure refined paraffine wax, sweet and clean. A very profitable seller during the preserving season.

Can-O-Wax makes an absolutely air-tight seal for Jelly, Canned Fruits, Catsups, Sauces, etc., in jars, bottles or glasses. The long, round sticks insure convenience and economy.

For laundry use it is indispensable, makes clothes white (no bleaching), will not injure the finest fabric. Costs little, saves much.

Let us send you a sample tin. Sold through the wholesale trade.

CANADIAN OIL COMPANIES, Ltd.

Toronto, Ont.; Winnipeg, Man.; Montreal, Que.; St. John, N.B.; Halifax, N. S.; Regina, Sask.; Calgary, Alta.; Nelson, B.C.

A Powerful Canadian Story

A new serial story has been started in the August issue of MacLean's Magazine that YOU will want to read. It is not often that you find a story that appeals to you in every way. This one will. It is strong, readable, clean—and Canadian.

There are three elements that are needed to make a good story—Adventure, Mystery, Love. "Twisting Trails" has them all. It has the convincing appeal of realism; it has plenty of action—not too much—a thrilling mystery that is not cleared up until the finish; a heroine who steps right out of the printed page and becomes to the reader a real, flesh-and-blood person. There is nothing of the taint of modern day fiction about this tale of Northern Ontario. Not complex in theme or doubtful in treatment. Just a strong narrative of a stirring series of adventures, told with all the charm and graphic power of this well-known young Canadian writer.

In fact, just the very type of story YOU like to read.

"Twisting Trails" The story of a fight for a gold mine

Robert E. Pinkerton's new story, "Twisting Trails," centers around a struggle for the possession of a valuable mine. Two pretty girls are introduced into the story and both become lost on the trail to the mine. Enter the villain, a detective, a college student; and the stage is set for a story that has the unusual attraction of being new—quite distinctly original, not an old theme rearranged and rewritten.

He writes of the life he knows

There's another reason why this story grips the interest from start to finish. The author is writing of the country and the life that he knows. Robert E. Pinkerton and his wife live in a six-room cabin, built entirely by himself, in the bush eight miles from Atikokan, Ontario. Their only means of communication with the outside world is by canoe in summer and dog-team in winter. There they work—for Mrs. Pinkerton is a successful writer and collaborates with her husband in all he does—free from the distractions of modern life, aided to true standards by close communion with Nature and their life in the open. They expect to live in the woods for the rest of their lives.

Mr. Pinkerton has out-Londoned Jack London. Newspaper reporter, editor, press agent, bull cook, Indian trader, trapper, guide, farmer, fisherman; he has been them all. All of which explains why Robert E. Pinkerton writes stories that are full of human interest, that breathe familiarity with life in all its phases. And which explains also why no one can afford to miss the opening installment of "Twisting Trails"—for the new serial is one of Mr. Pinkerton's very best pieces of work.

Send for a free copy of the August issue to-day. Clip out this coupon and address to MacLean Publishing Co., 143-153 University Ave., Toronto, Department F.

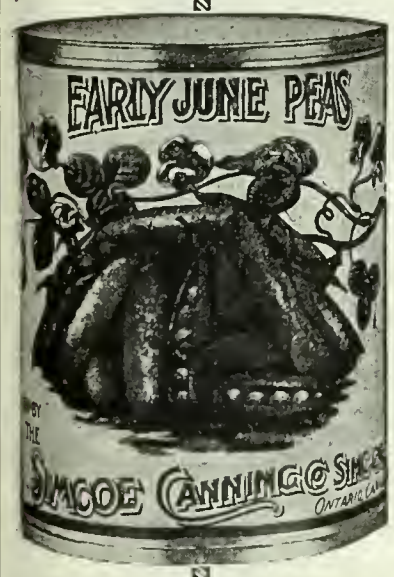
COUPON

Send free copy of August number of MacLean's Magazine to

Name .....

Address .....

B.S.



By selling the finer grade Peas you make a larger profit

"Early June Peas" only cost you 2½c. a dozen more than "Standards"; **"Sweet Wrinkle Peas"** only cost you 2½c. a dozen more than **"Early Junes."** Without any difficulty you can get at least 1c. a can more for these finer grades. This means an **extra** profit of 9½c. for you on every dozen tins.

Dominion Canners' Peas are vastly superior to foreign canned Peas, as most of these are artificially colored with a chemical which destroys the true flavor of the Pea, and is considered injurious to the human system.

Government Regulations now insist that canned Peas artificially colored, must have that fact stated on the label.

Dominion Canners' Peas retain their full, natural flavor, as they are picked and canned on the same day. The Peas are usually canned within a few hours after picking.

Canned Peas are cheaper to the householder than Fresh Peas. It takes about four quarts of Peas in the pod to fill a No. 2 can. Don't fail to point this fact out to your customer.

Dominion Canners, Limited

HAMILTON

The Dark Evenings are Approaching

Children like to Play "Shop"

It is amusing and (incidentally) educational. Pascall's Original Stores are absolutely " the thing " for this purpose. They are generously stocked with real Sweets, and fitted with scales, weights, money, bags, etc.

Pascall's Confectionery Stores are made in eight sizes at

Prices to suit all purses.

Enterprising Grocers should stock for the Fall and Christmas trade.

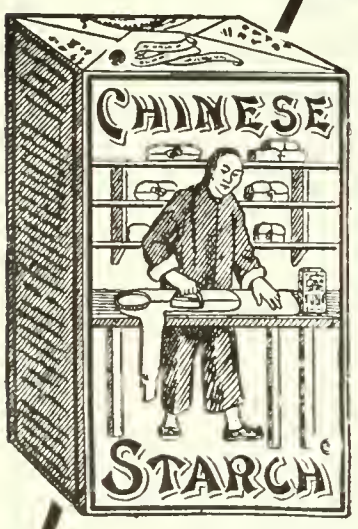
Pascall's

LONDON **ENGLAND**

Pascall's Candy Stores

REPRESENTATIVES FOR CANADA:

Ruttan, Alderson & Lound, Ltd., Fort Garry Court, Winnipeg;
C. H. Cole, 122 Wellington St. West, Toronto;
Angevine & McLauchlin, St. John, N.B.;
Anglo-Canadian Agencies, 414 Duncan Bldg., Vancouver;
R. G. Ash & Co., St. John, Newfoundland.



Encourage the housewife to do her own laundry work

By doing so, you widen your market for the better grades of soaps, bluing, borax, washing powders and Chinese Starch.

Sell her

CHINESE STARCH

and make her ironing easier and more satisfactory in every way.

Chinese Starch is prepared ready for use, requiring only the addition of water.

Chinese Starch is the only starch containing two oils, —one imparts a delicate perfume; the other keeps the iron from sticking.

We prepay freight on orders for two cases or more.

OCEAN MILLS, MONTREAL

Quality and Quantity

Will Always Win

That's why our new piece

NIGHT STICKS

is selling so well.

A big cent's worth of delicious quality Flexible Licorice.

Order from your Wholesale Confectioner.

Manufactured by

National Licorice Company

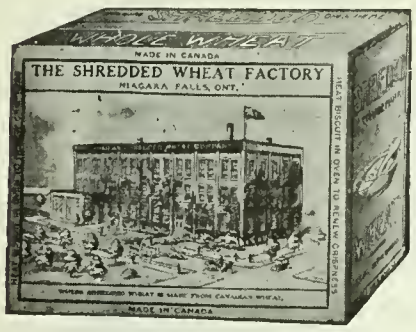
Montreal

We Sell It for You

We not only do the baking in our two million dollar sunlit bakery, thereby saving the housewife the work and worry, but we do the merchandising for the distributer. We aim to sell

Shredded Wheat

before it goes on your shelves. You haven't time to talk Shredded Wheat. We do the talking for you in the newspapers in nearly every city and town, and in the leading magazines of large circulation. Shredded Wheat is the best advertised cereal breakfast food on earth.



TRISCUIT is the Shredded Wheat Wafer — a crisp, tasty, whole wheat toast—delicious with butter, cheese or marmalades.

Shredded Wheat Biscuit is packed in odorless spruce wood cases, which may be readily sold for ten or fifteen cents, thereby adding to the grocer's profits.

Made By

The Canadian Shredded Wheat Co. Limited
Niagara Falls, Ont.

Toronto Office: 49 Wellington Street East

(61-A

"SOVEREIGN"
SALMON

FINEST BRITISH COLUMBIA

SOCKEYE

QUALITY

IS OUR FIRST

CONSIDERATION

PACKED BY
THE ANGLO BRITISH COLUMBIA PACKING CO. LTD.
VANCOUVER, B. C.

Richards
QUICK NAPTHA
THE
WOMAN'S SOAP

The Sign of a
Good Buy in Soaps

Here's a soap with a reputation behind it—it is well advertised—has a large sale—offers a 26½ per cent. profit—is backed by good service to you. Better let your wholesaler supply you with a few cases this very week.

The Richards Pure Soap Co.
Limited

Woodstock - Ontario

Every detail in "Arctic" Refrigerator construction is perfect.

Catalog sent on request.

John Hillock & Co., Ltd.
TORONTO, ONT.

Agents: Western Ontario: J. H. Galloway & Co., Hamilton. Saskatchewan: Western Butchers' Supply Co., Regina, Sask. Montreal: W. S. Silcock.

A RECORD

has been created by

White-Cottell's Malt Vinegar

The building up of a large Vinegar Business generally takes many decades. Our immense turnover has been reached in a very few years.

THE REASON

is that our Vinegar gives the utmost satisfaction both sides of the counter, i.e., when it is a question of quality and prices we win fairly and squarely. Put us into competition, and see for yourself.

Write us to-day for samples and prices

CANADIAN AGENTS:

Ruttan, Alderson & Lound, Ltd., Winnipeg

L. A. Gastonquay, 60 Bedford Row, Halifax, N.S,

CANADIAN AGENTS:

Nelson, Shakespeare, Watkins, Ltd., Vancouver, B.C.

Schofield & Beer, St. John, N.B.

WHITE-COTTELL'S MALT VINEGAR

CAMBERWELL, LONDON, ENG.

WHITE-COTTELL'S MALT VINEGAR

Sure!

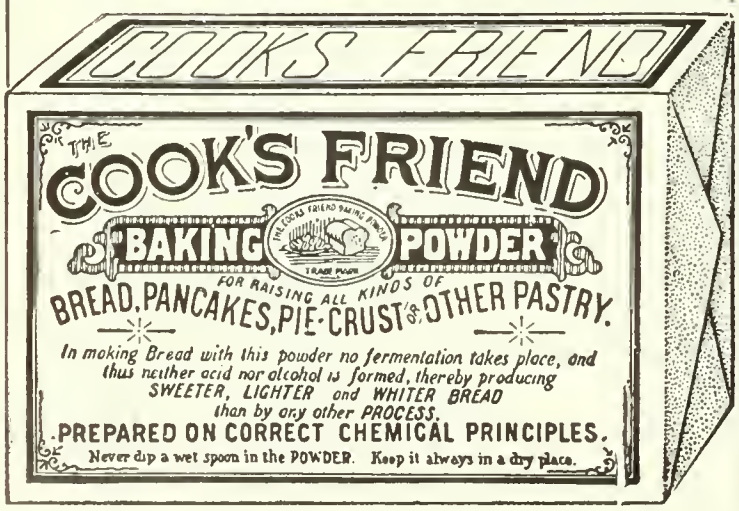
It pays, and pays you well, to sell

Cook's Friend

the Baking Powder that has been the leader for over 50 years.

Always reliable. Absolutely pure.

W. D. McLAREN, Limited, Montreal


COOKS FRIEND
THE
COOK'S FRIEND
BAKING POWDER
FOR RAISING ALL KINDS OF
BREAD, PANCAKES, PIE-CRUST & OTHER PASTRY.
In making Bread with this powder no fermentation takes place, and thus neither acid nor alcohol is formed, thereby producing SWEETER, LIGHTER and WHITER BREAD than by any other PROCESS.
PREPARED ON CORRECT CHEMICAL PRINCIPLES.
Never dip a wet spoon in the POWDER. Keep it always in a dry place.

THE old reliable is the prime favorite on wash day for clothes cleaning purposes. This is the kind of article which it pays you to handle, because it brings with it its good reputation.

The prices, moreover, will interest you. We have made good because we have always made good soap. Let us hear from you.

Guelph Soap Co.

Guelph, Ontario

CLARK'S Peanut Butter

in ¼, ½, and 1 sizes, also in 24 lb. pails.

CLARK'S
PEANUT BUTTER
Any oil that has risen to the top of the butter is pure peanut oil and should be thoroughly mixed in again before using.
W. CLARK
LIMITED
MONTREAL
AND ST REMI

The 24 lb. pails are money-makers for you, Mr. Grocer.

Keep in your refrigerator and it will cut solid like dairy butter.

It contains the nourishing and appetizing qualities of dairy butter and preserves or meat and makes delicious sandwiches.

Guaranteed to contain the finest peanuts only and to be absolutely pure.

GET PRICES FROM YOUR JOBBER OR WRITE US.

W. CLARK, LIMITED, - MONTREAL

Tartan BRAND

THE SIGN OF PURITY

We thank you for the liberal business received during the Travelers' Holidays. They will interview you next week with full information for Fall business

BALFOUR, SMYE & CO., Wholesale Grocers HAMILTON

Phones—462, 3595, 3596, 3597, 3598, 748. Use them at our expense.

Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste 'Bluenose' yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS

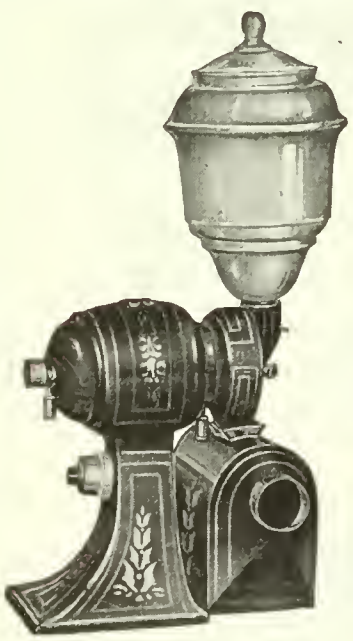
SMITH & PROCTOR, - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax, - N.S.

Electric Cut Your Coffee



With an Electric Cutting Machine designed with Machine Steel Burrs tempered in Oil, which produces evenness in Grind, thus improving the Cup quality of the Coffee. Has also a Fan connected with the Rotating Burr, which keeps the Grind Head clean, so there is no danger in mixing Grades.

There is also a Numbered Setting Device arranged so that you can give your customers their Coffee as they like it. Sold on Monthly Payments and Positively GUARANTEED. Live agents wanted at principal points in Canada.

J. H. Galloway

11 Market Street

HAMILTON, ONT.

King George Navy to the front

Here is a particularly high quality line of Chewing Tobacco—*King George Navy*—that you will be well advised to keep to the front. It commands a ready sale, that makes it particularly profitable.

Rock City Tobacco Co., LIMITED

QUEBEC WINNIPEG

WE RECOMMEND

THE SWEETHEART OF THE CORN

Gentlemen:—

This carton stands for quality and a reasonably fair profit.

From the very beginning of our business eight years ago, **KELLOGG'S TOASTED CORN FLAKES** has been the most popular Flake Food ever placed on the market. Imitators, jealous of our success, have from time to time offered something which they claimed was "Just as good,"—they couldn't hope to do better—but one after another they have dropped out of sight and our line stands to-day with a record of sales far above the sales of all our competitors combined.

We guarantee a fair deal to all grocers. Our price is the same for all whether the order is for one case or a car lot. There is no danger of stale goods with our Flakes. Can you say the same of others?

The sale of our Corn Flakes has increased so greatly that even with the enormous output of our elegant, new factory, with its wealth of wonderful up-to-date machinery, we are kept busy night and day in order to meet the demand. Why experiment with other lines?

We manufacture and sell nothing but **KELLOGG'S TOASTED CORN FLAKES.**

Battle Creek Toasted Corn Flake Co., Ltd.,
London, Canada.

"Mount Royal Mills"

RICE

Mr. Wholesaler:—

If you need RICE send to the

Mount Royal Milling & Mfg. Co.

D. W. ROSS CO., Agents, MONTREAL

Sterling BRAND

Sterling BRAND

Sweet Pickles

Put up in Canada's Largest and most modern Pickle and Catsup Factory

With our long string of pickling stations situated close to the many vegetable-raising districts around Toronto and Hamilton, we are enabled to secure the very finest grade of vegetables and to pickle them immediately, avoiding any chance of them losing their fresh crispness. Our large output gives us control of the pickle supply in the best districts.

Sterling Sweet Pickles are put up in various ways, from the large pail of Sweet Mixed to the attractive bottles of "Sweet Midgets," the "O-Eat-A" and the bottles of select "Sweet Mixed."

We also make sour pickles, Chow Chows, Relishes, Sauces, Catsups, etc.

Sterling success is built on the solid foundation of quality and square dealing.

The T. A. Lytle Co., Limited

STERLING ROAD TORONTO

St. Lawrence

STANDARD GRANULATED

The St. Lawrence extra granulated is now sold in three different sizes of crystals; all choicest and purest cane sugar.

Order the Size You Prefer.

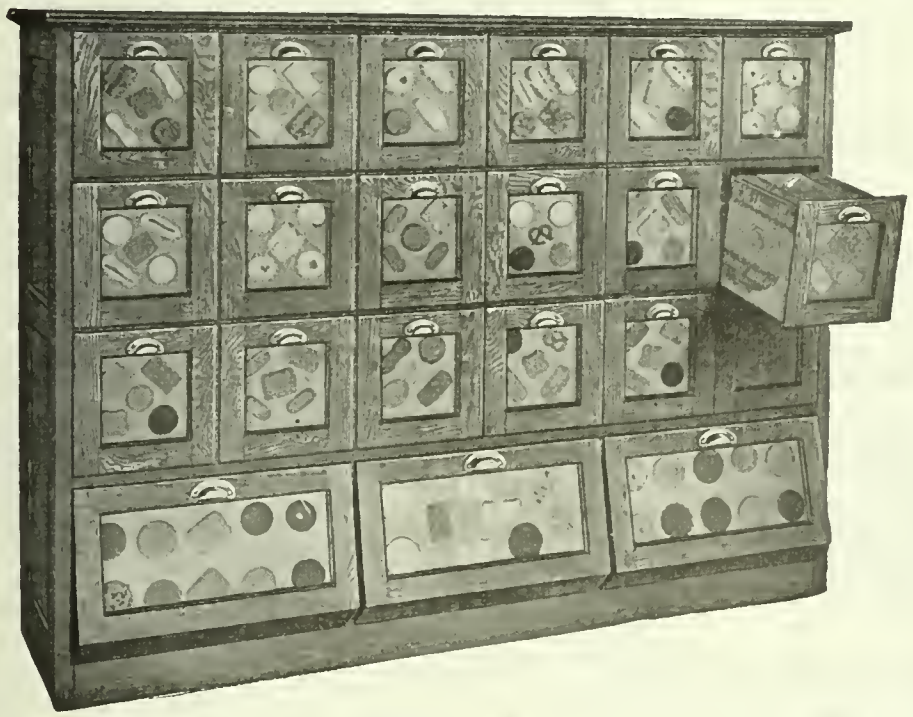
Every grain, no matter its size, is finest extra granulated pure cane sugar, shown by analysis 99-90/100 to 100% pure.

Standard Biscuit Case

In Sectional Lengths

makes provision for not only your tins, but also large wooden cake boxes which you find difficult to place and show contents to advantage.

This case shown is 6' long and 54" high, having 3 large patent roller bins in base, with bevel front to display cakes or contents of large cake boxes, and above this glass display oak front slides, fitted with rollers to insure easy running, show your stock of cakes in tins. Every large bin in base adds two feet to length of case.



Stock lengths are 6', 8' and 10', but may be made to order in any length and also fitted with shelving to match regular fixtures. Made in oak to match your fixtures and sell your cakes.

Walker Bin & Store Fixture Co.,
LIMITED

Berlin, Ontario

Representatives:

Manitoba:—Watson & Truesdale, Winnipeg, Man.

Sask., Alta., and Eastern B.C.:—North-West Specialty Co., 226, 3rd Ave., Saskatoon; 111 Howard Ave., Edmonton; 110 Eastman Chambers, Regina.

Vancouver, B.C.:—R. J. Borland, 1105 Pacific Street.

Montreal:—W. S. Silcock, 33 St. Nicholas St.

Maritime Provinces:—R. R. Rankine, 46 Adelaide St., St. John, N.B.

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

CHARLES H. COLE

Agent for McVitie & Price, Jas. Pascall, T. W. Beach, Johnston-Baird Co., etc.

New Address:
33 Front Street East - Toronto
Montreal Office: 501 Reade Bldg.

MORROW & COMPANY
CEREALS

TORONTO, - - - - - CANADA.
Rolled Oats, Oatmeals, Rolled Wheat, Split Peas, Pot and Pearl Barley, Graham Flour, Buckwheat Flour, Potato Flour, Wheatlets, Cornmeal, Lentils, Beans and Peas, Domestic and Imported; Sal Soda, etc., etc. Write for prices and samples, carloads and less.

"Canned Foods Ltd."

W. H. Millman & Sons

General Sales Agents for Canada

When writing advertisers kindly mention having seen the ad. in this paper.

W. G. PATRICK & CO.
Limited.

Manufacturers' Agents and Importers.

51-53 Wellington St. W., Toronto

AGENCIES SOLICITED

Excellent connection with Grocers, Druggists and Confectioners—wholesale and retail.

M. D. BEARD
50 Front St. East TORONTO

W. G. A. LAMBE & CO
TORONTO

Established 1885

SUGARS FRUITS

ONTARIO (Continued)

HENRI DE LEEUW

28 Front Street E. TORONTO

RICE, COFFEE, DRIED FRUITS, SEEDS, CANNED and FRESH FISH, CHEESE: EDAM, STILTON, ROQUEFORT; CONFECTIONERY, ETC.

You can talk across the Continent for two cents per word with a want ad. in this paper.

WESTERN PROVINCES.

H. P. PENNOCK & CO.,
Limited

Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG.

We solicit accounts of large and progressive manufacturers wanting live representatives.

G. C. WARREN, REGINA SASK.

Importer, Wholesale Broker and Manufacturers' Agent.

Trade Established, 15 years.
Domestic and Foreign Agencies Solicited
Warehouse: 1313 Garnet St.

LEADLAY LIMITED

Grocery Brokers and Importers

WINNIPEG TORONTO CALGARY
332 Bannatyne 309 King St. W. 510 Ninth Ave. W.

W. H. Escott Co.,
LIMITED

Wholesale Grocery Brokers and Manufacturers' Agents

Commission Merchants

WINNIPEG REGINA
CALGARY EDMONTON

Hamblin & Brereton
LIMITED

Importers and Manufacturers' Agents. Winnipeg, Calgary, Vancouver.

We call on the Jobbing and Retail Trade.

WESTERN PROVINCES—Continued.

WATSON & TRUESDALE

Wholesale Commission Brokers and Manufacturers' Agents
WINNIPEG - MAN
Domestic and Foreign Agencies Solicited.

COCKBURN-NOLAN CO.
Limited

Importers, Brokers and Commission Merchants

Representing Pugsley-Dingman Co., Limited. Canned Foods, Limited.
312-314 Ross Avenue Winnipeg

H G. SPURGEON
WINNIPEG

Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce.
P.O. Box 1812.

FRANK H. WILEY

Wholesale Commission Merchant and Grocery Broker

757-759 Henry Ave., WINNIPEG

Ruttan, Alderson & Lound, Ltd.

Successors to
RUTTAN & CHIPMAN
Commission Brokers
WINNIPEG. MAN.

BRITISH COLUMBIA.

The Campbell Brokerage Co.

Manufacturers' Agents and Commission Brokers.

We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.

857 Beatty Street, Vancouver, B.C.

O'Loane, Kiely & Co., Ltd.

Wholesale Grocery Brokers and Commission Merchants, Canned Goods, Dried Fruits, Cereals and Grocers' Sundries, Buyers' and Sellers Representatives and General Agents, Inspectors and Shippers of Canned Salmon. Trackage, common and cold storage warehouse facilities.
RELIABLE ACCOUNTS SOLICITED.
References: Bank of Montreal, Bradstreet and Dun. VANCOUVER, B.C.

NEWFOUNDLAND.

T. A. MACNAB & CO.

ST. JOHN'S, - NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS

Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
Codes: A, B, C, 5th edition, and private.

QUEBEC.

SPLENDID CONNECTION
Amongst the Jobbers and Retailers
I am open for a few more agencies, and can handle them to advantage.
Have You a Line of Candy Gross Goods?
CLAUDE BEAUCHAMP
223 Commissioners St., Montreal.

COMTE'S
Satisfaction and profits with every sale. We want more agents. Write
Augustin Comte & Co.,
Limited, P. O. Box 2963, MONTREAL
COFFEES

Every Merchant who handles—

Mathieu's Nervine Powders

MATHIEU'S
NERVINE POWDERS
For Headache and Neuralgia
Contain no Opium, Morphine or Chloral.
One powder will relieve and a few powders will cure you.
If you have a bad headache,
If you are feverish,
If you do not sleep well,
If you are nervous,
If you have LaGrippe,
If you suffer from neuralgia
These powders are very good for children cutting their teeth
18 Powders for 25 cents
DIRECTIONS

knows that they sell themselves. So effective are they in all cases of headaches that when once tried they are immediately recommended. Every merchant can with perfect safety recommend Mathieu's Nervine Powders as a perfectly safe and harmless remedy in all cases of headaches. Any merchant may try Mathieu's Nervine Powders at our expense, as per coupon attached. *Mathieu's Syrup of Tar and Cod Liver Oil is a specific in all forms of colds.*

The
J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—
Name .....
With (Name of firm) .....
Street .....
City or town .....Prov.....

WOMEN KNOW

The exquisite flavor and uses of

MAPLEINE

Can you supply them?

ORDER FROM
Frederick E. Robson & Co., 25 Front St. E., Toronto, Ont., Canada,
Mason & Hickey, 287 Stanley St., Winnipeg, Man., Can.
CRESCENT MFG. CO.
SEATTLE, WASH.

BRAND **STUHR.**

STUHR'S
CAVIARE
FILLETED ANCHOVIES
(In Brine).
ANCHOVY PASTE
(In Tubes).

Sold by all High-Class Provision Dealers.

C. F. STUHR & CO., Hamburg.

Don't Miss Seeing the

Classified Opportunities

on page 61

OAKEY'S

The original and only Genuine Preparation for cleaning Cutlery 6d. and 1s. Canisters.

'WELLINGTON'
KNIFE POLISH

JOHN OAKEY & SONS, Limited
Manufacturers of
Emery, Black Lead Emery Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

THE TEST OF TIME

For more than forty years, Electric Paste Stove Polish has met every requirement of thousands upon thousands of critical housekeepers.

What more could you ask? Have you tried it yet?

Place your order now, so as to avoid delay, as we are away behind on our orders. Selling agents for Canada are—

D. J. McLeod & Co., Edmonton, Alberta; Orr & MacLain, Winnipeg; E. B. Thompson, Toronto, for Western Ontario; G. C. Warren, Regina, Sask.

The Canadian Government Has Declared War

¶ The patience of the Minister of the Department of Inland Revenue is exhausted, and he has issued an ultimatum to the trade demanding the cessation of the sale of adulterated foods.

¶ The Government further advises that all offenders deliberately or innocently selling goods found to be adulterated within the meaning of the act, will be severely punished by fines, or imprisonment, or both.

¶ **But** the Government provides a protection for the retailer in a warranty (see Schedule 3 of the Adulteration Act, chap. 133, Revised Statutes).

¶ This warranty **seals** and **guarantees** every package of White Swan pure food products, and we are the only firm in Canada to-day which gives you this absolute protection. Demand it, for **it is** your only protection.

White Swan Spices and Cereals, Limited

TORONTO, CAN.

Get "in right" with your patrons by selling them DISTIL COFFEE EXTRACT

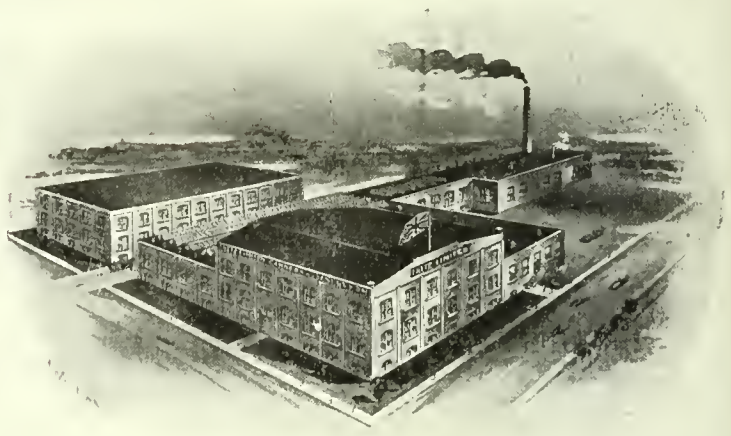
the finest grade of coffee essence on the market—won 22 highest awards for purity and flavor.

Your trade will appreciate this delicious beverage and will use it the year round. Now is the time to push "Distil"; now is the time to buy. 5-oz. bottles, 4 doz. in a case, at $1.40 doz. Order now.

The Harry Horne Co., Toronto

309-11 King West, Canadian Agents

Made at London, Eng., by THE DISTIL MFG. CO., LTD



Fretz Limited can make IMMEDIATE DELIVERIES

Lake or Rail

of a full line of Canned Fruits and Vegetables under "Harvest" and "Fretz" Brands.

Full line of *Pure Jams* put up under "Harvest" Brand.

Full line of Blended Jams, Jellies and Catsups under "Rose" Brand.

Bakers' Special Jams and Jellies in 30-lb. pails.

Send your order to Amos B. Gordon Co., Toronto,

Or direct TO **FRETZ LIMITED** Hamilton, ONT.

The Prize-Winners

LEVER BROTHERS LIMITED WINDOW DRESSING CONTEST

Lever Brothers Limited are pleased to announce the names of the winners in their recent Window Dressing Contest, as below. The task of selecting the winners from amongst the large number of photographs sent in was an arduous one and took a great deal of time and thought. On the whole, the displays were strikingly excellent from the standpoints of impressiveness and sales-making possibilities, and certainly reflect credit on their originators.

ONTARIO

1st Prize—$50 In Cash

1st Prize—Mr. Bruce McDougall, Ingersoll, Ont.

2nd Prize—$35.00 In Cash

2nd Prize—Mr. D. M. Brown, 119 Herkomer Street, Hamilton, Ont.

3rd Prize—$10.00 In Cash

3rd Prize—Messrs. Hutchison Bros. Bracebridge, Ont.

4th Prize—$10.00 In Cash

4th Prize—Messrs. Peebles & Hobson, Hamilton, Ont.

12 Prizes of $5.00 Cash

Awarded to

5th Prize—Messrs. Puckett & Sailey, Oshawa, Ont.
6th " —Mr. F. A. Nixon, Barton St. East, Hamilton, Ont.
7th " —Mr. Wilbur Simons, c|o Mr. Samuel Suddaby, 93 Oxford St., Brantford, Ont.
8th " —Mr. Edwd. Armstrong, Barrie, Ont.
9th " —Messrs. A. G. Bain & Co., Hamilton, Ont.
10th " —Messrs. Bradley & Son, St. Catharines, Ont.
11th " —W. H. Hilton, 39-41 Quebec St., Guelph, Ont.
12th " —Mr. J. D. Rymal, 62 Barton St. East, Hamilton, Ont.
13th " —Miss M. Wilson, 151 Brock Ave., Toronto, Ont.
14th " —Mr. C. R. Temperton, 1248 Gerrard St., Toronto, Ont.
15th " —Mr. T. B. Gilchrist, c|o Mr. W. J. Armstrong, Campbellford, Ont.
16th " —Mr. John S. Gibson, c|o Marks, Clavet, Dobie Co., Ltd., Port Arthur, Ont.

QUEBEC

1st Prize—$50.00 In Cash

1st Prize—Mr. Eug. Brais, 709 St. Lawrence Blvd., Montreal, Que.

2nd Prize—$35.00 In Cash

2nd Prize—Mr. Geo. V. Kneen, Maisonneuve, Que.

3rd Prize—$10.00 in Cash

3rd Prize—Messrs. Murphy Bros., 331 St. Catherine St. W., Montreal, Que.

4th Prize $10.00 In Cash

4th Prize—Mr. W. M. McGuire, c|o Co-Operative Grocery Co., 293 St. Antoine St., Montreal, Que.

12 Prizes of $5.00 Cash

Awarded to

5th Prize—Mr. J. L. Durand, Three Rivers, Que.
6th " —Mr. J. S. Tardiff, 175 Rue St Jean, Quebec, Que.
7th " —Mr. W. Biltcliffe, 350 Victoria Ave., Westmount, Montreal, Que.
8th " —Messrs. Annex Provision Co., 1750 Clarke Street, Montreal, Que.
9th " —Mr. B. Berman, 200 Van Horn Ave., Montreal, Que.
10th " —Epicerie Belgo, Shawinigan Falls, Que.
11th " —Mr. Edward Upton, 358 Bourgeois St., Montreal, Que.
12th " —Mr. John Sullivan, 131 Laurier West, Montreal, Que.
13th " —Mr. G. M. Ginbord, 385 Grand Trunk, Montreal, Que.
14th " —Mr. P. P. Boileau, 70 St. Viateur W., Montreal.
15th " —Mr. Thos. Grace, Gracefield, Que.
16th " —Mr. George D'All, c|o Mr. D. Hamilton, 71 Fairmount St. W., Montreal, Que.

MARITIME PROVINCES

1st Prize—$50.00 In Cash

1st Prize—Mr. Donald A. Stuart, c|o Mr. A. E. Eardley, Fredericton, N.B.

2nd Prize—$35.00 In Cash

2nd Prize—Mr. R. T. Caldwell, Mgr. Yerxa Grocery Co., Halifax, N.S.

3rd Prize—$10.00 In Cash

3rd Prize—Messrs. Stewart & Son, 167 Queen Street, Charlottetown, P.E.I.

4th Prize—$10.00 In Cash

4th Prize—Mr. Henry Candle, Truro Market, Ltd., Truro, N.S.

8 Prizes of $5.00 Cash

Awarded to

5th Prize—Mr. S. E. Weir, 384 Charlotte St., Sydney, N.S.
6th " —Miss Margaret O'Callaghan, 120 Edward Street, Halifax, N.S.
7th " —Mr. R. N. McNeil, 1244 Victoria Road, Whitney Pier, C.B., N.S.
8th " —Mr. Gerald Mulligan, c|o Messrs. Brace, McKay & Co., Summerside, P.E.I.
9th " —Mr. Percy L. Cook, c|o Mr. W. P. Crosby, Yarmouth, N.S.
10th " —Mr. T. D. Cooke, Merchant, Isaacs Harbor, N.S.
11th " —Mr. L. J. Leben, Box 102, Truro, N.S.
12th " —Miss Grace C. Fraser, Rexton, N.B.

We most heartily congratulate the winners and wish to cordially thank all who took part. "It is not for all of us to command success, but we can do more, we can *deserve* it."

We also thank the judges, the Editor of "Canadian Grocer," the editor of "Retail Grocer," and Mr. J. J. Gibbons, of J. J. Gibbons, Limited, Advertising Agents, Toronto, for their able and conscientious efforts. All photos were judged by a number and the identity of the owners was absolutely unknown to the judges, who based their awards on a strictly merit basis.

LEVER BROTHERS LIMITED Toronto, Canada.

Readers Of The Grocer, Let Us Know Your Wants

You have noticed our Letter Box service. Every week we hear from dealers who desire names and addresses of firms manufacturing some particular article.

This service may be beneficial to you. If you are in the market for any article you do not know where to get, our services will be cheerfully given.

The Canadian Grocer is in position to secure information on new lines in the grocery trade, and of novelties occasionally asked for in the grocery store.

Don't hesitate to write us. As a subscriber of The Grocer you are entitled to this service.

The Canadian Grocer

Montreal Toronto Winnipeg Vancouver

Having had a heavy run on the sale of

MELAGAMA
TEA AND COFFEE

the last 10 days, we have concluded to take our travellers off the road at present. Consequently we will ask our numerous friends to favor us by mailing in your always much appreciated orders for 40c Melagama and higher-priced Tea and Coffee.

No 30c Melagama or Minto Tea to offer just now.

Your valued orders for bulk Tea and Coffee will be promptly attended to.

MINTO BROS., LIMITED
TORONTO

VIG-NOL

Is a money-maker because repeat-orders are sure—it has so many features all its own.

Reduces Soap 50%.
Does away with rubbing.
No necessity for washboard.
Drives out every particle of dirt by steam concussion.

IN TABLETS. **IN TABLETS.**

Get our special counter stand offer.

H. NAGLE & CO. P. O. Box 2024 **Montreal**

Jobbers, Write for Discounts.

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations

272 Pages Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON

A Companion book to **Retail Advertising Complete**

$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.
TORONTO

TRY some of Furnivall's Jam for yourself — its deliciousness will convince you that your customers would appreciate it and buy again and again.

The quality is better, but the price is the same as you've been paying. Sell the better jam.

Put up in 5-lb. pails and glass jars. Your wholesaler has it.

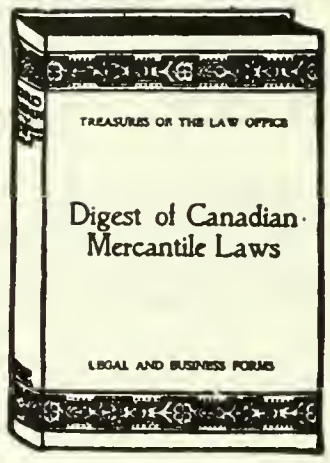
Furnivall-New, Limited, Hamilton ONTARIO

AGENTS: Halifax, B. C. Woodworth, 533 Robie St.; St. John, N.B., W. W. Chase, 79 Paradise Row; Montreal, W. S. Silcock; Ottawa, E. Archdeacon; Toronto, Dunn-Hortop Co.; Fort William, W. F. Elliot; Winnipeg, H. P. Pennock & Co., Ltd.; Manitoba, Saskatchewan, Alberta, W. H. Escott Co., Ltd. Offices: Regina, Calgary, Edmonton.

A BOOK THAT SAVES MONEY

"Digest of the Mercantile Laws of Canada"

A READY REFERENCE FOR BUSINESS MEN AND THEIR ASSISTANTS. A GUIDE TO THEIR DAILY BUSINESS



IN RENTING A STORE, PROCURING A LOAN OR COLLECTING A DEBT, THIS BOOK WILL SAVE YOU MANY DOLLARS

No work ever published in Canada equals it for business men. A veritable consulting library on this one line so universally needed. Based on Dominion and Provincial Statutes and Court Decisions. Indorsed by barristers, sheriffs, magistrates and conveyancers.

Below appears a few of the questions it answers. These are picked out at random from the book.

If you endorse a cheque which bank cashes, are you liable to the bank for the amount, if the cheque were forged or raised?—173.

(The figures after each question refer to the section in the "Digest" which gives the answer.)

Can Interest written "one per cent. per month" in a note be collected by "legal process?"—See sections 345, 185.

In going security on a note, what is the difference between writing your name on the face of the paper or on the back?—171.

Why is it that a verbal agreement to buy real estate with, say $100 paid down "to bind the bargain," does not bind either seller or buyer?—451.

If a proposition is made to you by letter and you accept it by letter, do you know the exact time when the contract is closed?—39.

How many years does it take a promissory note, a book account, a judgment or a legacy to outlaw in your province?—356, 359, 360, 367.

How long may the drawee legally hold a draft for acceptance?—209.

If a man, in the presence of witness, makes a verbal agreement to buy a wagon, say for $53, but does not take possession of it, will the sale be binding?—500.

What effect has it on a will if only one person signs it as a witness?—815.

If the wife or husband of a legatee signs the will as a witness, what is the effect?—816.

"A," in paying off a Mortgage, gave mortgagee a marked cheque on which was written: "This cheque is given and received as a full settlement and discharge of Mortgage No.———." Is that a legal discharge?—410.

If a person goes with his hired man to a merchant and says: "Give this man the goods he may need up to," say "$15, and if he does not pay you," say, "within thirty days, I will," will the promise bind him?—110.

If stolen goods are sold to an innocent purchaser for value, can they be taken from him?—513.

How may a person legally add "& Co." to his name, or use any special name other than his own as a firm name, without having a partner?—694.

"B" claims that the Canadian Bills of Ex. Act allows him two days, in addition to the day of presentment, to accept a sight draft, and then three days of grace in which to pay it—six days in all. Is he right?—209, 217.

If you rent a property for a year, the rent payable monthly, and remain on after the year expires, are you a yearly or a monthly tenant?—580, 608.

Can you garnishee a debtor's money deposited in a bank if you know it is there?—885, 295.

Forwarded direct post free on receipt of price.

Keep the book ten days, and if it is not worth the price, return it and get your money back. If remitting by cheque **make same payable at par,** Toronto. **Eastern Edition, Price, $2.00. Special Western Edition, $2.50.**

To meet the needs of subscribers in New Ontario and the Western Provinces, where land is under The Land Titles System of Registration, an Appendix of 16 pages, containing a synopsis of the Land Titles Acts, has been added to our regular edition, thus constituting a special "Western Edition." Price, $2.50.

Eastern Edition, Price $2.00 **Special Western Edition, $2.50**

THE MACLEAN PUBLISHING CO. LTD.

Montreal Toronto Winnipeg

BOOK DEPARTMENT

143-153 University Ave., TORONTO

NOTICE

BEWARE OF THE BULK TEA BOOMSTER

Anyone buying bulk teas now will be sorry a month hence.

The grocer is always the victim of the wily boomster who manufactures the boom.

Consider again—when you are loaded with bulk tea, can you sell it?

THINK THE SITUATION OUT CAREFULLY

The production of tea so far this year is the largest ever known, and we can see nothing to prevent it being placed on the market. Don't be a victim of the scaremonger.

"SALADA"

Toronto Montreal London, Eng. New York Boston Detroit Buffalo Chicago Pittsburg Philadelphia

QUALITY COUNTS

You find it in

"Bertrand's Macaroni"

Nothing but the finest Taganrok (Russian) wheat is used in its manufacture, which is done under most scientific and sanitary conditions.

Nearly a century of success proves its quality and popularity.

Order early from your wholesaler.

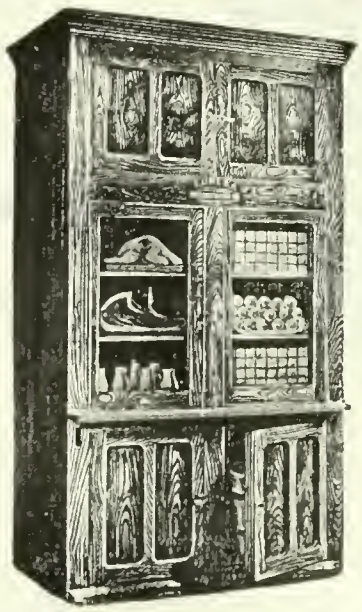
Manufactured by Bertrand & Cie, France

Henri Jonas & Co. - Montreal

Agents for Canada and United States

What's in a Name?

Not very much, generally speaking, we admit, but where refrigeration is concerned there is a great deal—far more than the average Grocer is aware of.



To get the best you must ignore the rest and buy a EUREKA. This is where the name comes in. It is over 28 years ago since the first Eureka was made, and its popularity has grown to such an extent that there are now **more Eureka Refrigerators in use in the Dominion than any other make.** Butchers and Grocers from coast to coast swear by them—why not you?

Let us send you full details of the EXCLUSIVE features of the Eureka: of its economy in ice consumption, of its dry cold circulating air system, etc. You will not obligate yourself, and the information will interest you.

Eureka Refrigerator Co. LIMITED

31 BROCK AVENUE, TORONTO

—*the new appetizer*

Colman's SAVORA

This preparation is modern in every sense of the word. A brand new taste that meets every demand of the connoisseur for a condiment for meat, fish, salad, etc.

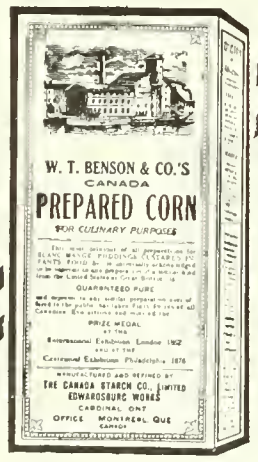
"Savora" has a delicious flavor and a delicate aroma that adds zest to the dinner.

Send for a trial order to-day.

Magor, Son & Co., Limited

AGENTS FOR DOMINION OF CANADA

403 St. Paul St., Montreal **30 Church St., Toronto**



In every household this famous yellow package is known to contain the solution to one of Summer's food questions: "What shall we have for dessert?"

The answer is:

BENSON'S
PREPARED CORN

That makes sales rapid
profit good and
grocers happy.

CANADA STARCH CO., Ltd.

Makers of Edwardsburg Brands

Montreal **Cardinal** **Brantford**

CANADIAN GROCER

VOL. XXVIII AUGUST 14, 1914 No. 33

Enormous Rise in Rents and Other Expenses

What the Retail Trade is up Against in the High Cost of Living Wave—Average Advance in Rents 30 Per Cent.—Net Profits Not Increasing Proportionately—Suggestions for Overcoming the Handicap.

Compiled from Interviews with Canadian Grocers.

THE Rent Problem! Does it affect your business?

If your rent and other expenses have increased during the past ten years or more, what have you done to overcome this condition of affairs in the matter of increasing turnover and net profits? These are highly pertinent questions, for if the expense of rent goes up 15, 20, 30, 40 or 50%, and other overhead charges, such as wages and delivery, have shown similar tendencies, where is the dealer going to end who does not give thought to the problem of increasing the turnover and net profits?

Canadian Grocer has got in touch with a great many merchants during the past month to determine just how much rents and other expenses have advanced in their respective places of business during the last ten years, and is herewith in a position to give some authentic information on the problem. Let us consider certain centres separately.

CALGARY, ALTA. — One grocer reports that rents have advanced in Calgary at least 25% in ten years, and that salaries, so far as he is concerned, are up 20%. He maintains that net profits have not increased correspondingly, due principally to competition. To overcome the increase in expenses he endeavors to attract new customers from the regular population.

STETTLER, ALTA.—"Our town," writes a merchant, "is only eight years old, and rents are lower today than three years ago by about 15%. Salaries have increased from 10 to 20%. Net profits have not advanced proportionately, inasmuch as there are so many staple lines which have an established retail price which cannot be changed, and yet wholesale prices to us have gone up."

"We would be pleased to have some information on how to overcome the rise in overhead expenses," he adds.

50% Rise in Rents.

STURGEON FALLS, ONT.—Rent here is represented as having gone up 50% in the past decade. One merchant says delivery has advanced from 25 to 50%, and light, heat, help, etc., 25%. By going after new business, however, and by keeping down unnecessary expenses, this man has found an increase in the net profits.

RENFREW, ONT. — On business houses rent has risen here 50%, wages 75%, and taxes 50%. And on account of too much competition, as one merchant puts it, net profits have not advanced in proportion. To overcome this handicap, he says he has to do two men's work, lives strictly within his income, and refuses all doubtful credit applicants.

FLORENCE, ONT.—A rise of 12½% has taken place in rents in this town in the past ten years. Clerks' wages, according to one merchant, have advanced 10%, the cost of light about 3%, and of fuel 5%. While this dealer is getting increased net profits on most of the stock, yet he points out that some are still selling certain goods "for fun." "Persistent advertising" is his chief method for overcoming the rise in expenses.

Competition Keeps Down Profit.

GUELPH, ONT.—Rent, hired help and taxes are all higher in Guelph than a few years ago. One firm places rent nearly 50% higher, but it is located near the centre of the city. Another, farther out, agrees that it has gone up, but not to such an extent. Wages by one are represented to be 25% higher, and the stable account 20%. "Net profits," says one dealer, "have not

FACTS REVEALED—

Rents with 19 Canadian dealers have advanced on an average of 30% in past 10 years.

Wages, delivery, taxes, service and store expenses generally, have risen considerably in same length of time.

Net profits have not increased proportionately, due to many reasons, chief of which is given as keen competition. Other reasons are price-cutting; mail order competition; increase in delinquents, due to people living beyond their means; inexperienced men in the trade; higher degree of service demanded, etc.

REMEDIES SUGGESTED—

To overcome handicaps of rising rents and other costs, where there is no corresponding increase in net profits, many suggestions are made by dealers in this article. Among them are: Increasing turnover adding as little to expense as possible, this increase to be secured by good newspaper advertising and modern methods; opening no new doubtful accounts and watching old ones; maintaining prices; good assortment; high quality stock; take all discounts for cash; buy as cheaply as possible, and watch the small leaks.

increased proportionately, for the reason that competition is so keen, and because many people are living faster than they should, and so are not able to pay their bills. To increase net profits I endeavor to cut out all bad pays, and by so doing, while I may not have as large a turnover, the business can all be done by my own family. Naturally, we are more interested than outsiders, and are more anxious to keep down expenses. I try to do all the business we ourselves can handle, and am not anxious for more."

The views of the firm near the centre of the city are expressed as follows: "To overcome rise in expenses we look well after leakages, and we also make what we take off for depreciation on fixtures, etc., twice a year pay for new fixtures, and in this way we can keep them up-to-date without adding much to the total."

BERLIN, ONT.—Rent here has been increased some 25%. Wages, delivery and taxes have also risen in cost, and, according to one dealer, net profits have not been increased correspondingly. This is due, he claims, to too many in the trade not allowing sufficient to cover losses and depreciation. He believes in adopting a prompt cash system.

Merchants Have Common Delivery.

ST. MARY'S, ONT.—Ten per cent. is given as the increase in rent during the past ten years, while wages and delivery have gone up 10%.

In discussing the matter one dealer stated: "Net profits have not increased correspondingly because many of the men in the retail business have no backbone and are afraid to ask fair prices. I have kept down my overhead expenses to a minimum, our general delivery, cost of which is borne by a number of merchants, helping out greatly. It costs us about one-third less than by private delivery."

RUSSELL, ONT.—Rent for business houses here is about double what it was a decade ago. Store help, taxes and the cost of living generally have also gone up. One merchant explains that the reason net profits have not advanced is that so many are too anxious to make sales by cutting prices and by unfair competition, even if they do make failures. "Buy as cheaply as possible, take all discounts you can for cash, and do with as little help as possible." is the advice of this dealer.

SHELBOURNE, ONT.—One dealer here reports that while rent, as far as he is concerned, has not increased, salaries have risen 25%, and taxes 50%. By increasing the retail prices of goods, he has been able to relatively increase his net profits.

GREEN RIVER, ONT.—Owing to rebuilding and other accommodations, rents have gone up here about 20%. Profits are about the same as they have been for years, according to one merchant. "By pushing ahead and doing more business, smiling and hustling," he claims he has been holding his own in the matter of profits.

Overhead Costs Much Higher.

KINGSTON, ONT.—"I would say," writes one grocer doing a large business in Kingston, "that rents have increased here on an average of 30 %, and salaries fully 20 to 25%. At the same time, net profits have not gone up correspondingly. By working harder myself, thus saving an extra man and doing my utmost to increase the business, and cutting down expenses in every way possible, I am endeavoring to overcome this handicap."

WYOMING, ONT.—One merchant here reports that while rents have not increased any, the cost of help has, and net profits have not gone up in proportion. The cause he attributes to more competition, some stores advertising sales "at cost," and to mail order competition. He advises the curtailment of running expenses, which he practises, and he uses personal circulars and advertisements in the newspaper.

Price of Service Up.

NIAGARA FALLS, ONT.—Rents 50% higher, store help 25%, wagons 25%, and harness 30%, are the figures of a dealer. He says that profits have not shown relative advances, due to what he terms "unscrupulous competition, increased cost of service and delinquent debtors." In his endeavor to overcome this handicap he sells all goods at a profit, refuses to give service with "accommodation" orders except to regular customers, renders all accounts on the first of the month, and if they are not paid on or before the twentieth are closed, and interest added at the rate of 1% per month.

WEST CHARLTON, ONT.—A dealer interviewed here states that while rent has kept about the same, taxes and help have risen in cost about 50%. People, he maintains, are living beyond their means and cannot pay their accounts, and this is responsible for profits not advancing to keep pace with the rise in overhead expense. He has therefore been endeavoring to cut down doubtful credit accounts.

Price Cutting a Handicap.

KASABAZUA, QUE.—Rents have gone up here about 25%. "You cannot get men to do the work now they were glad to do ten and twenty years ago," writes one merchant, "and therefore wages have also greatly increased. Profits have by no means increased proportionately. It is getting more difficult every year to do business on account of little stores cropping up all over the country, which cut prices, and which only remain a little while.

"We are trying every means to increase our turnover with as few expenses as possible. But by rights we should be getting larger profits than we did years ago, instead of having to sell cheaper."

ST. STEPHEN, N.B.—"In the last ten years rents have increased 25%, and it is possible they will increase another 25% in the next three," says one dealer here. In his particular case other overhead expenses have risen 40%, and except where there is an increase in business profits are no greater. Competition is given as the cause of this. "In my case," he adds, "I depend on increasing the turnover and on buying at more favorable prices to overcome the rise in costs. Every year brings in new competitors, and also sees some of the last year's crop disappear, and the price-cutting is generally done by the new store. This, of course, affects all to a certain extent."

Everything Higher in Nova Scotia.

TRURO, N.S.—Rents have almost doubled in some cases in this town. A merchant writes: "Help that we used to get for from $5 to $6 a week we now pay from $9 to $12 for it; horseshoeing has gone up 20%, and almost every other

(Continued on page 33.)

SALARIES UP $52 PER MONTH.

In connection with the problem of rising costs one dealer in an Eastern Ontario city gives some definite figures on the advance in expenses.

"For example," he writes," "in 1892 my business was about $30,000 a year. Salaries of employees were $120 per month then. In 1913 the business turnover was about $41,000 with salaries of employees at $172 per month. In salaries alone there is an increase of $52 per month. There is also an increase of $200 a year in rent and taxes, with all the other advances in the cost of living thrown in. I find it difficult, therefore, to pay 100 cents on the dollar to everyone and live decently.

"There are, too, so many in the retail grocery business today and so many small stores where the wife attends to the business and the husband works at his trade, and where prices are cut, that those depending on the business alone have a hard time to make a living. I cannot see at the moment a very cheerful outlook for the future of the retail grocer."

Grocery Prices Are Still Running Amuck

Apparently No Force Sufficiently Strong to Resist Them — Sugar, Cereals, Flour and Rice in the Lead — Canned Goods Advance Slightly—Bulk Tea Higher, but Package Teas Remain the Same—The Scared Consumer Causing Bulk of the Trouble.

IT is about as easy this week to give any exact basis of quotation in the grocery markets as to pass through the eye of the proverbial needle. The truth seems to be that the war in far off Europe, which descended so suddenly upon us, has completely demoralized conditions, and placed the market for foodstuffs into a panic. Just why this is so cannot be fathomed by many of us. There does not seem to be the occasion for such a holocaust as has been created, except that human nature is bound to have its way.

A glance at the tabulated list on this page, showing the advances that have taken place since the last issue went to press, presents a rapid indication of the exact condition of the grocery market. In many cases these advances are only nominal. Wholesalers differently situated are quoting higher and lower quotations than others. It all seems to depend on how each individual firm views the future and the stocks of the respective goods in the warehouse.

Last week Canadian Grocer recorded the first advance in sugar. The market responded to the pressure of the European and Cuban situation and the rapidly growing consumer purchasing, and the prices shot up 10 cents. Everyone in touch with the situation knew that a further advance was inevitable, and it came with a startling vengeance on Tuesday morning with a 50-cent rise in all but one instance. On Wednesday none of the Eastern refiners were taking orders from anyone whose old contracts had not been entirely filled. In New York, sugar went up to $7 a hundred during the week. This is in face of the fact that the sugar production will probably not be below 25 per cent. normal, and that the European nations at war will not consume the quantity.

Canned goods is one of the lines that only began to advance since last week's issue went to press. Practically everything went up 2½ cents per dozen. The price of tin is about double, and sugar 60 cents higher; and, while the canners may have contracted for these goods at lower figures, nevertheless they have their influence. Many garrisons, too, have taken on activity, and it may be the Government will require considerable canned goods.

Just how long the present activity for foodstuffs will continue is difficult to say. We may see reactions sooner than many expected. Buying of many lines today is purely speculation. The war scare is the chief factor in raising many prices and not actual conditions. Level-headed men are required to steady the situation. Many consumers are buying goods that will decay before they are consumed; and a case is known where a woman purchased with a $40 order from a retailer $4 worth of metal polish.

Another String of Advances

Since a week ago the carnage of war has once again been in evidence in the forcing upwards of grocery prices. The following list is only some of the important advances:—

Sugar	50c cwt.
Rice	50c cwt.
Tapioca	50c cwt.
Sago	50c cwt.
Canned Goods	2½c doz.
Spot Valencia and Sultana Raisins	1c per lb.
Spot Currants	1c per lb.
Bulk Teas	4 to 6 cents.
Spot Walnuts in Shell	2 to 3c lb.
Spot Shelled Almonds	5c lb.
Beans	25c per bush.
Cream of Tartar	6 to 8 cents per lb.
Spices	1 to3 cents per lb.
Cheaper Coffees	2 to 3 cents per lb.
Lemons	$1 to $3 case
Hams	1 cent per lb.
Bacon	1 cent per lb.
Barreled Pork	from $2 to $3 per bbl.
Pure Lard	½c per lb.
Butter	2 to 3 cents per lb.
Flour	50c per bbl. and upwards.
Rolled Oats	30c per cwt.
Oatmeal	30c per cwt.

Almost all cereals up.

Future prices on many of the above are withdrawn until situation clears.

Grocery Market in a Chaotic State

No Uniform Basis for Quotations, and Prices Are Held by Different Wholesalers According to Their Respective Views—Much of the Trouble Undoubtedly Due to Imaginary Results.

THE grocery market is in a state of chaos—no other word can describe the condition which prevails as to the relations between supply men and wholesalers; wholesalers and retailers; and the retailers and consumers. With Europe in a turmoil of war which threatens to involve the great majority of the civilized world; with the avenues of the commerce tied up and war cruisers roving the main; with a state of affairs precipitated of which the business world had never dreamed and for which it had never prepared, prices are advancing very rapidly on commodities on which there would appear to be a direct influence and on others on which the direct influence is not so evident, in a manner which demands the careful attention of the retailer.

By these observations Canadian Grocer does not mean to intimate that there is anything seriously wrong with the situation. It is evident from the manner in which buyers have flocked into the market that there has been something of a panic. We believe further that there is some evidence that some are taking advantage of this panic to advance prices. On the other hand, in this they have strong arguments and the first is that they must protect their stocks, and, even at the advanced prices, they state that in some cases the stocks could be cleared up in less than two weeks if there was no curtailment of orders.

The weakness of the situation appears in the wide range of prices which prevails. A difference of a dollar a hundred in rice, or a dollar a bushel in beans, or a dollar a sack on oatmeal, or five cents on a pound of raisins between the figures of different wholesale houses in the same city on the same day does not on the face of it seem to indicate a sound state of affairs. There has, so far as can be learned, been no effort made for concerted action, and we even hear of some influences being exercised in keeping the prices down, but naturally with the high-strung state of the market the advancing prices have had the effect of creating a stronger demand and the volume of business has been enormous.

Some of the Advances.

Higher prices had to be looked for by the grocers. Flour has gone up to 70c a cwt., sugar 60c cwt., rice $1 cwt.; beans 1c lb.; butter several cents a pound; molasses 3c gal.; lemons more than a dollar a case, and there have been material increases in the quotations on all canned vegetables, domestic and imported; imported canned fish, canned salmon, raisins and currants, European nuts, bulk teas, spices, dates, alimentary pastes and practically all imported goods and other commodities which would be affected by a continuance of war conditions. The cost of living is soaring.

The point is that a sane summary of the situation would indicate that there is no need for what appears to be a panic which has resulted in prices being raised higher than necessary. The factors that enter into these increases are emphatic in themselves. Sources of supply were cut off at a time when there were small stocks in hand. When these stocks are exhausted the wholesaler will be in the position of doing business with a smaller volume of turnover, for he cannot refill these lines with a continuance of the present conditions. Then there will probably be war risks for a time after the avenues of trade are opened again and the high cost of exchange is an important factor.

On the other hand there is support for the feeling that the market is in a state of panic from several sources. Outstanding is the fact that the million bags of flour which will be sold to the Dominion Government for exportation to England were sold at $2.80, which would not indicate that the millers were trying any hold-up. However, this probably put the millers in a better position so far as maintaining their prices with the Canadian trade is concerned, although at the same time having the effect of relieving the pressure on supplies in England.

Again we find that the leading tea houses of the Dominion have not advanced their prices as yet, and they should be pretty well in touch with the situation. The head of one of these companies expresses the opinion that there is an undue rush for supplies in the market, and that an advantage is being taken of the circumstances. He further is of the opinion that we shall have news of a naval engagement one of these days which will clear the air and that there will not be any long trouble in getting supplies forward.

Canada In Good Position.

Canadian resources as an agricultural country should be a tempering influence at this time. In the end the bulk of the imports which are held up at present are comparative luxuries and in the event of a continued war Canada could go a long way towards maintaining herself especially with the market of the United States open to the south

Looking the whole situation over there appears to be no reason why panicky conditions should continue and it would appear that considerable could be done to improve the situation if the wholesalers would come together and set a standard basis of prices which would give greater confidence to the retailer.

Retailer Blamed for Encouraging Poor Ginger

Government Analyst Says That Compound Ginger is Bought at Low Price and Sold to Consumers as if it Were Genuine—This of Course Only Applies to Some Members of Trade — What Analysis Shows.

GROUND ginger is treated in Bulletin No. 286, just issued by the Inland Revenue Department at Ottawa, which shows that this article is still adulterated to a considerable extent. In 1897 the percentage of adulteration was 26; in 1904 it was 40 per cent.; in 1907 it was only 3 per cent.; in 1909 it was 21 per cent.; in 1912 it was down again to 9 per cent., but from the latest analysis the adulteration is found to be 20 per cent. In all, 259 samples were analyzed, and 48 were found to be adulterated.

Chief Analyst A. McGill, who superintended the analysis points out that the adulteration consists mainly of foreign matter such as starches or flour, turmeric, cayenne or mineral matter.

Mr. McGill adds:—"A more subtle form of adulteration, namely the intermixture or substitution of exhausted ginger, has for the most part escaped penalization. Exhausted ginger is ginger from which the components which give the article value as a spice have been extracted. After extraction, the residual tissues retain their characteristic forms and the starch may be so little altered as to be indistinguishable from normal ginger starch. As a spice, this residue possesses practically no value, and should not be found on the market except perhaps as an ingredient in cattle foods, where it may possibly find legitimate use, although even this is doubtful. It is however quoted in many wholesale price lists, and I find one of this year, offering spent ginger at 4 cents f.o.b. Montreal, while genuine ginger is quoted at 10½ cents.

"It will be readily understood that the availability of this comparatively useless article offers a great temptation to grinders; and there can be no doubt whatever that many samples reported herewith, as well as in former bulletins, consist in part of the spent ginger, or exhausted ginger above referred to.

"The difficulty of detection lies in the fact that the characteristic microscopic structure remains unaltered, and even the chemical characters are so little changed that a considerable percentage of spent ginger may be added to a good quality of genuine ginger without modifying the specific constants to such an extent as to justify the analyst in declaring the sample adulterated.

"The only effective way of meeting the case would seem to be the establishing of standards for moisture, total and water soluble ash, and extractive matters, beyond which a sample should be declared illegal.

"This alternative has been kept in view from the first, and I am of opinion that the data which we have accumulated since 1897, will be found sufficient basis for standardization of commercial ground ginger.

"The moisture content varies from about 6.5 to 10 per cent. so far as the present report is concerned. Somewhat higher numbers were found in 1897 (Bull. 48), 1904 (Bull. 95), while distinctly lower percentages of water were found in 1906 (Bull 137). It is, however quite unusual to find less than 7 per cent. of water in genuine ginger. This datum is of little value, considered in itself, but in its relation to total extractive by cold water, it must be regarded as essential.

"The ash content of ginger depends much upon the way in which the rhizomes are cleaned before grinding, and is of course, greatly influenced by the presence of lime used as a coating of the rhizome. This practice is quite common, and must be held to account for the extremely variable amounts of total mineral residue obtained on incineration.

"The most important datum for judging adulteration by addition of spent ginger is the percentage of cold water extractive.

"The exhaustion of ginger by water entails loss of soluble salts, and consequent reduction of water soluble ash; so that a lowered water extractive is usually accompanied by a lowered soluble ash."

After an exhaustive study of the samples, the analyst comes to the conclusion that the retail grocer is most frequently the man to blame in connection with the adulteration of ginger. He sums up the situation as follows:

"It will be seen from the accompanying report that genuine ground ginger has been sold to our inspectors at prices (retail) varying from 25 to 40 cents per pound. None of even the most grossly adulterated samples are sold at lower prices. This fact tells against the retailer who certainly bought his stock-in-trade at a lower price than he would have paid for high grade goods.

"We are often asked to blame the manufacturer rather than the small dealer; but in view of the fact above referred to, there can be no doubt that the retail dealer is thinking of his own profit, and not of furnishing cheaper goods to his customers, when he stocks up with lowest priced wares."

CANDY FREE FROM DRUGS.

One hundred and seventy-four samples of confectionery have recently been analyzed by the analysts of the Inland Revenue Department at Ottawa. What the authorities were anxious to determine was whether arsenic was to be found to any extent in candy or not. The conclusion arrived at was that confectionery was free from this drug as a general rule, as in no case was it discovered in the samples except in such minute traces as were entirely harmless.

AN "AUTOCARESSEN."

A western United States delicatessen dealer has inaugurated a novelty in the shape of a "autocaressen," a large automobile built something like a small street car. The car is electrically lighted and finished in white enamel with bevelled, leaded glass windows. It is driven up to the house, an unfolding step is let down and the customer can walk right into the car.

A force of seven accompanies the outfit, a chauffeur, two solicitors, two clerks, and two errand boys. The solicitors get the women to come to the car, the clerks wait on the trade, and the boys deliver the orders. It is completely furnished with fixtures, even to a cash register. The car is heated in winter by the motor, and in the summer a complete storage plant is provided for.

To an outsider the store interior is judged by the appearance of the window.

The space in front of the counter should be kept as clean as the dining-room of the customer.

CANADIAN GROCER

Established 1886.

Only Weekly Grocery Paper Published in Canada.

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FACE THE SITUATION CALMLY.

THE WAR WILL extract heavy toll of the world, and Canada will bear a share of the loss. How great or how small this share will be time alone can tell. It may be that the gain from selling supplies to Europe at war prices will serve as compensation for the inevitable loss from other sources. Be this as it may, Canadians must face the stern reality, must prepare to meet the inevitable consequences of a big war.

But, in the name of common sense, let us take things cooly. Let us look at the situation squarely without undue alarm or hysteria. It may be that business in Canada will not feel any serious effects; but if the aftermath of the conflict prove as black as the alarmists are prone to paint it, the greater need will be for cool and courageous handling of the situation. Let courage, coolness and confidence be the watch-words of business.

And as a first indication of a sane outlook, let the business man do his best to curb the very evident tendency toward hysteria that the public is manifesting. The crowd around the bulletin board wildly cheering disjointed despatches of more than doubtful authenticity, the frenzied publication of "specials" containing sensational stories, the parading of bands; all these indications of an unsettled public mind are helping to upset conditions and to undermine confidence. It is impossible to prevent excitement during war time; but business interests should strive to keep it within bounds.

The newspapers are doing a lot of harm by their mad scramble to outdo each other in the dissemination of rehashed, unreliable news. The publication of alleged "specials," the loud hawking of papers everywhere, the rush to the bulletin boards, all go to further upset business. There is not a newspaper in the country but what would gladly forego the expense and worry, if it were not for fear that competing papers would outdo them. If publishers cannot reach an agreement to return to methods that smack of sanity at least, then the merchants should step in and use their influence. The hysteria of the press is hurting business for the merchant.

War is a sufficient menace to prosperity. Let us minimize the menace by grappling cooly with the situation.

SERVICE RENDERED BY THE WEEKLY.

READERS OF THIS PAPER should watch our editorial and market pages now more closely than ever. The service Canadian Grocer has been in a position to render just before and since the outbreak of the vast European war has been of great advantage to our many readers all over the country. We consider it our duty in a situation like the present to give the trade the facts as we find them and we know that a great many have profited thereby.

Such a crisis as this has demonstrated beyond a doubt —if any demonstration were necessary—the place of the weekly trade paper. When prices run up the scale with almost startling suddenness as in the present instance, the trade want to be kept closely in touch with the trend of markets. Between issues of a monthly periodical quotations change in such times as the present so widely that absolutely no intimation of the course of events can be presented to readers from one issue to another. But with the weekly paper the dealer knows continually where he it as, as far as a close inspection of conditions and constant touch with the importers, manufacturers and wholesalers can give him the facts.

The forecasts of the markets in Canadian Grocer have been borne out by the subsequent happenings, and with our facilities and organization for getting the information we would urge readers to follow the market situation with the keenest of interest. This is a time as well when the advertisements should be given strict attention. The many special announcements contain valuable informative matter, with which every business man should be familiar.

SERIOUSNESS OF RISING RENTS.

RATHER STARTLING figures are given on another page of this issue regarding the enormous rise in rents during the past 10 years. From interviews with a number of dealers situated in various parts of the country it is shown that the average increase is 30 per cent., the advance ranging all the way from 0 to 100 per cent. Not only that, but practically all state without hesitation that all other overhead expenses have gone up as well, and yet net profits have not increased proportionately.

This is a serious condition of affairs with which to be

confronted. It calls forth the question, where is the grocer going to end who is face to face with rapidly increasing expenditures, who is not getting relatively larger net profits and who is not increasing his turnover or cutting out all expense that is not absolutely necessary?

Wise heads continue to talk of the high cost of living, failing entirely to see the economic changes that have gradually crept over us, and which must really be held guilty for the rising living expenses. Here is the retail grocer, for instance, confronted with advances in rent, taxes, delivery and other service costs, light, heat, salaries, etc., to cover which, if he is alive to his own interests, he must necessarily charge higher prices. But the interviews referred to show that despite advances in retail prices, the grocer is not securing the same percentage of net profit he formerly did. The principal causes are given as keener competition, higher living on the part of the public and therefore more delinquent accounts, price cutting and mail order competition.

If this situation continues some remedies must be found to overcome the handicap. Dealers suggest first of all that the turnover be increased without corresponding advances in expenditures. But this is mostly theory. How is it to be accomplished? Definite suggestions include good newspaper advertising; the elimination of service, at least expensive service, to all but good regular customers; strict watch on the petty leaks; elimination of help not absolutely necessary; a more careful scrutiny of new credit applicants and better methods generally.

There is food for thought in this advice and every dealer interested should carefully read the entire article.

GET THE MONEY IN.

CANADIAN GROCER FEELS that too many warnings cannot be sounded against allowing accounts to run too long. At a time like the present when business conditions are somewhat upset by the European strife, there is always a considerable amount of talk about hard times, business depression, scarcity of money and high prices. Although we in Canada are particularly well situated, yet there is a certain amount of apprehension in connection with the future and many people will be inclined to hang onto their money.

That this will have a disadvantageous effect on the retail trade, and hence on the wholesale and manufacturing trades is plain to be seen unless provision is made against it. Canada has a fair average crop which will mean a lot of money this autumn and particularly since the war is forcing up the price of grains. Customers can be assured that there is no necessity to worry and those inclined to lag in the payment of accounts must be continually "jacked up." There will be many slow-pays for the want of asking them for money. In times like these the dealer has a good excuse. He can point out—with his arguments running a good chance of being appreciated—that his wholesaler is after his money and that he requires all accounts to be promptly met. It must be remembered that the only reason why a great many do not loosen the purse strings is because of the talk of a financial stringency, and not because of any shortage on their part.

With regard to the granting of credit to new applicants, Canadian Grocer desires to repeat its many warnings that extreme care should be exercised. This advice is more for the new man in the trade anxious to build up a business. No applicant should be granted credit who is known to be doubtful, and no account should be opened unless a time limit or a money limit be placed upon it. Not only that but the dealer should have back-bone enough to enforce his system every time.

CANADIAN NATIONAL EXHIBITION

THE GREAT CANADIAN National Exhibition opens in Toronto on Saturday, August 29, and lasts until September 14. This event has developed into the greatest annual exhibition on the globe, and it is a great privilege—to those who have the oportunity—to attend it.

In this age we live to learn. The more we know and the better we utilize the knowledge at our command, the greater will be the pleasure derived from the work we have set out to do. Someone has stated in epigrammatic language that "the more we learn the less we know." And it is a fact sometimes that when people see the greatness of things at such an exhibition as the Canadian National, they realize the smallness of the local sphere around which things have been revolving for them.

Canadian Grocer urges as many members of the trade in Canada as possible to attend this exhibition. The exhibits by manufacturers of goods the trade handle will alone be worth a great deal. If, therefore, holidays have not yet been had, it would be a profitable outing to attend the Canadian National Exhibition this year.

A SACRIFICE OF REPUTATION.

FROM THE ANALYSIS of samples of ground ginger, as will be observed from a special article in another page of this issue, there is still considerable adulteration. This means that a great many retail grocers are being fined for selling a ginger compound as genuine. Canadian Grocer has always held that it isn't fair to fine a retailer who is entirely innocent of the charge of selling compound goods as pure, but if he knew the goods to be adulterated and sold them at the top price, that then he should be punished. Every honest dealer will agree with us in this.

The analysis of the ginger in this case indicates that even where the district inspector purchased adulterated ginger from a retailer he was charged the top price which in no case was less than 25 cents per pound. The chief analyst points out that these retailers purchased the ginger at a much lower figure than the price of the genuine and he claims that they must have known it was not pure. At the same time they were getting the price of the genuine from the consumer and making a big margin.

If this is the case these dealers deserve to be punished. While they are in the great minority, nevertheless they are by a dishonest method affecting the trade of the honest man and are lowering the status of the grocery trade. Every dealer is anxious, and properly so, to purchase in the best possible market, but none should sacrifice his customers or his good name in the selling as pure and for top prices, adulterated goods that have been purchased at a low figure.

EDITORIAL NOTES.

IN TIMES OF War, keep cool.

* * *

KEEP AN EYE on credit accounts.

* * *

BE FRIENDLY WITH your competitors.

* * *

BE A CO-OPERATIVE competitor, not a business demoralizer.

* * *

WOULD IT NOT be a good plan to donate a little time to collections during the slack season?

* * *

IF A MAN worries about his debts, it's a sign he is honest. The dishonest man lets the other fellow worry.

Light Business Expense But No Profit

Another Retail Grocer's Statement is Analyzed — Good-Will Figured at Almost Four Thousand Dollars on a Fifty Thousand Turnover, But No Basis Exists—Good-Will Defined.

Written for Canadian Grocer by Henry Johnson, Jr.

AN old correspondent writes as follows:—

————, July 27, 1914.

Mr. Johnson,—

Dear Sir,—No doubt you will be glad to hear from me and how I am getting along with your system of bookkeeping: Am enclosing a statement of our last year's business and will be glad to hear from you on this. Selling expense, such as paper and twine and drivers' expenses on routes; Barn: hay, oats, horse shoeing and repairs; Misc. Expense: ice, phone and other small items; Premiums: for checks we redeem for premiums; Auto Expense: repair on truck, oil and gasoline; Salaries: includes my salary of $25 per week. Any criticism you can offer will be taken for what it is worth. You will notice we have figured no bad accounts as we use the Ingle System which we think is as same as cash; practically we do a cash business.

Very truly yours,

B. T. J. Gro. Co.

Here are the enclosures:—

TRIAL BALANCE

January 31, 1914.

	Dr.	Cr.
Cash	$ 71,057.96	$ 68,419.28
Purchases	56,950.07	
Selling Expense	505.31	
Barn	529.23	
Sales, retail		50,246.64
Jobbing Sales		15,162.70
Furniture and Fixtures	4,177.48	
Bills Payable	1,600.03	1,600.03
Bills Receivable	2,791.61	1,888.59
Fuel and Light	84.73	
Taxes and Insurance	80.79	
Salaries	4,630.40	
Advertising	200.76	
Premiums	761.69	
Stock Issued		17,020.00
Good Will	3,824.00	
Merchandise	6,405.95	
Rent	385.00	
Auto Expense	145.16	
	$154,337.24	$154.337.24

STATEMENT.

Resources and Liabilities, February 1st, 1914.

Resources:		Liabilities:	
Cash	$ 936.68	Stock Issued	$17,020.00
Furn. & Fixt.	4,177.48	Surplus	764.08
Bills Rec.	903.02		
Good Will	3,824.00		
Mdse, Inv. '14)	7,942.00		
	$17,784.08		$17,784.08

No Basis For Good Will.

¶ The Good Will of any business is computed by adding together the net profits of the three preceding years. In this statement, we have no basis whatever for the figure of $3,824 for Good Will, because we do not show any net profit. That figure, taken alone, would indicate that these people had made a little over $1,273 net, per annum, during the years 1911, 1912 and 1913; but we have nothing to show that they made that net profit nor any other amount. Hence I cannot pass on that figure.

¶ Without the Good Will, we have a net, tangible Capital, taken from figures given, of $13,960.06. On that solid capital, they did a business of $65,-409.34 and thus turned their entire capital very nearly 5 times. The stock was turned only 8 times, which is not fast enough. Taking into consideration the fact that, on January 31, the stock was probably much heavier than it averages, there is still not less than $1,000 too much tied up in the stock of merchandise. The average stock should not be over $6,000. So in January there should never be more than about $7,000 and in July about $5,000. All this is conservative, because ideal conditions call for the turning of the stock 12 times annually wherever the markets are not too remote. Merchants near good markets do this without any great trouble and merchants in big centers, like Montreal, Toronto or Winnipeg, turn their stock 15 to 18 times annually, or they should do so. "The nimble sixpence" is the thing to imitate.

Good Bookkeeping.

¶ My correspondent is a good bookkeeper. I knew this because I taught him my system, in detail, about 8 or 9 years ago and his business has grown in volume very greatly since that time. In my criticism, therefore, I am objecting more to the form than the substance, because I feel sure he is making some solid progress all the time.

¶ So we add up all his Expenses and find that they total $7,530.14, which shows that he gets by on 11.51% plus. I wish I could do it for that price. If I could, I should get rich very fast. This leads me to wonder whether, with all his careful accounting, he has not omitted some things. Some items look O.K., but some seem very inadequate; so I shall ask.

¶ What is Selling Expense?

¶ What does the "Barn" item cover? How can anything be done with any size of delivery equipment where $50,000 of retail business is conducted for $529.23? I can hardly get turned around and fairly started before my barn expense runs to three

or four times that cost. Yet we are doing very nearly the same amount of business.

¶ Give details of Fuel and Light and Taxes and Insurance. I cannot see how those items are carried throughout a YEAR for any such cast as is given.

¶ For the rest, he seems to be simply very fortunate in having low expenses to contend with, but I should like to have details of his salaries—what people he employs and how much he pays to each.

¶ How are Bills Payable put on both sides of the ledger? How are the two items of Bills Receivable arrived at—what do they cover—and how do they get onto both sides?

Compare Standing With Former Years.

¶ To know where you stand you must show what you had a year ago for comparison with what you have now. In this way only can you tell whether you have made any real progress. I have no basis for the impression and yet I feel somehow that my friend is doing too much work for too little pay—in other words, gives away too many premiums, and he also gets prices which are insufficient to cover cost of handling plus a fair net margin. This is very apt to be the case with business called "wholesale" by retailers. They forget that they are not equipped to do a wholesale business, hence cannot get anything out of it when they have to meet real jobbers' competition.

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A TRADING STAMP TROUBLE.

The Grocers' and Merchants' Association of Portland, Oregon, has just been made defendant in a $75,000 suit filed by the trading stamp concern known as the Hamilton Corporation. The suit, it is said, comes as a result of that body's active campaign against the use of trading stamps.

The vigorous protest which the Portland retailers have waged against the trading stamp is characteristic of the activity of both Oregon and Washington merchants, and has had the support of many merchant bodies throughout the United States, and the combined efforts of the North-Western retailers, together with the growing anti-trading stamp sentiment, have, it is claimed, served to make the "sledding" both hard and expensive for the trading stamp concerns trying to do business there.

The complaint filed by the Hamilton Coropration, distributors of the "Hamilton Coupon," alleges that the Portland Merchants' Association had used its influence to prevent the use of its coupons in such a manner as to restrain and damage its trade to the extent of $25,000. It asks in return three times the amount of the damage done, as provided under the Act of July 2, 1890.

Western Crop Will Be Good

Conclusion Arrived at After Traversing the Prairie Provinces—Absence of Rain in Many Places Had Serious Effect—Little Hail This Year and an Early Harvest.

By Staff Correspondent, David Williams.

Edmonton, Alta., Aug. 10.—The crop situation in the West this season is quite varied.

From present appearances there will be a very large quantity of grain harvested but it is doubtful if upon the whole there will be as much in the aggregate as last year.

Judging from the most reliable sources of information, Manitoba will produce according to present indications a bumper crop. In Saskatchewan the situatoin is more mixed. In the northern parts of the province reports indicate an excellent crop also in the south-eastern section the large district south and east of Moose Jaw and Regina known as the Weyburn district. In the south-western part of the province the Maple Creek country, there is a wide section where from present indications the crop will be much below the average. The rainfall there has been very deficient and crops have suffered badly. The same conditions prevail to a great extent in the Kindersly section in the Goose Lake district.

In Alberta a similar situation prevails to that in Saskatchewan. The northern sections of the province promise well—in fact were never better. The south-western part from MacLeod to the Foot Hills is also good, and to all appearances an abundant harvest will be reaped. In the large section east of MacLeod—the Lethbridge country and as far north as Medicine Hat—the dry weather has seriously affected the crops.

In some of these sections late rains have improved conditions but were too long in coming to be of material value.

It must be borne in mind, however, that farming methods through a large part of the West have materially changed during the last two years and the failure of a crop does not mean to the farmers of the district where it occurs what it would have done a few years ago.

Mixed farming has largely taken the place of the all-grain methods formerly prevailing, and should there be a fair amount of moisture during the latter part of the season it will naturally help the farmers out.

Owing to the warm and comparatively dry weather the harvest in most sections will be earlier than usual. So far there has been an absence of hail storms except in a few isolated places, making the damage from this source very slight.

The question of outside help for harvesting the crop is being considered, and it is generally felt that owing to the shortness of the straw in many places, thus requiring less men to handle it, and taking into consideration the number of unemployed and partially employed around the towns and cities, there will not be the necessity of bringing the crowd of helpers from the Eastern provinces there was formerly. Taking the West as a whole the outlook is good.

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ENORMOUS RISE IN RENTS AND OTHER EXPENSES.

(Continued from page 26.)

expense is on a higher basis. We have had to increase our turnover greatly, and at the same time curtail the addition of new help to overcome the handicap. We do this by good advertising, a full stock, high quality goods and fair prices."

SYDNEY, C.B.—In fourteen years, one dealer here says rents have gone up 100% and wages 50%. Net profits, he adds, like the majority of others, have not kept pace with these advances; due to increased competition, particularly from weak men who are carried along by wholesalers. "Buying often, carrying small stocks, quick turnovers, watching accounts closely, and buying against advancing markets" are his methods for overcoming the increase in costs.

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CHANGE IN WHOLESALE FIRM.

Davidson & Hay, Limited, wholesale grocers, Toronto, have sold to Armstrong and Pafford, Limited, of which A. H. Pafford is president and F. C. Armstrong is vice-president. Mr. Pafford has been connected with Davidson & Hay, Limited, since August 4, 1887, when it was known as Fitch and Davidson.

F. C. Armstrong has been connected with the grocery trade for twenty-five years, first with Smith and Keighley and for the past seventeen years with Warren Bros., Limited. Mr. Armstrong has been salesmanager of Warren Bros., for a number of years.

The Young Co., Limited, of North Bay, Ont., who owned Davidson & Hay, Limited, will continue business as usual at North Bay and Sudbury.

Press Opinions on the Postmaster-General and His Recent Conduct

THE ATTEMPT of Hon. L. P. Pelletier, Postmaster-General, to ascribe political motives to the opposition to his Postal Bill and to secure the co-operation of Conservative newspapers in making political capital out of the result, was warmly condemned by the C. P. A. Convention. The attitude of the press of Canada can be judged from the following typical editorial references which have occurred during the past month and the latter part of June:—

Pelletier Tries to Fool Mail Clerks

Times, Moose Jaw, Sask.

Hon. L. P. Pelletier, the Nationalist Postmaster-General in the Borden government, is now busily engaged in the endeavor to put on the shoulders of Liberal Senators the blame of his own failure to increase the wages paid to railway clerks and certain other post office employees. Having double-crossed these civil servants, Mr. Pelletier is now trying to "get from under."

At the recent session, the Postmaster-General introduced a certain piece of legislation which may roughly be said to be in two parts. One provided for wage increases for railway mail clerks and other employees; the other gave arbitrary power to the Postmaster-General to fix whatever rates he pleased on newspapers and other second-class mail matter.

Immediate exception was taken to this latter part of the Bill. Newspaper publishers, in particular, objected to a plan which would completely reverse the former practice and allow the Postmaster-General to exercise arbitrarily his own sweet will as to the postal rates which should be charged. The provision came in for much criticism in the Senate. Eventually, an amendment was made to the measure in the Upper House. Mr. Pelletier refused to accept the Senate proposal and killed the Bill.

But the Senate amendment had nothing to do with the matter of the wages to be paid mail clerks and other employees. The Liberals in the Upper House were ready that the provisions giving increased pay to these post office workers should become law. They offered no amendment whatever to the provisions relating to wages.

If Mr. Pelletier had been sincere in his professions of desire to obtain better pay for postal employees it would have been an easy matter to have allowed the legislation to pass without the sections relating to control of postal rates, but with the other sections providing for increased wages for the clerks. But that was not Mr. Pelletier's game. The provisions as to wages were placed in the Bill simply and solely for the purpose of helping the Postmaster-General obtain the arbitrary power which he sought for himself. It wasn't the postal authorities whom Mr. Pelletier had in mind when he framed the Bill, but the interests of L. P. Pelletier and some of his political friends.

He played an insincere game with the mail clerks and now seeks to fool them again by a hypocritical mis-statement of the case as it is.

Spite

Times, North Bay, Ont.

The Postmaster-General has announced his intention of advancing the newspaper postal rates to an extent which we fear will put some papers entirely out of business. This arbitrary proposition is thought by many to be a bit of spite on the part of the P. M. G. against the press for the influence brought to bear against his attempt to have an Act passed to give him absolute control in postal rates. Why should a man seek for control of such an important piece of business. It looks like a piece of high-handed work and should be put down without a dissenting voice of the whole nation.

The Senate a Useful Institution

Economist, Markham, Ont.

The Senate recently amended and thus practically rejected another Government measure which has won for it the approval of the Press of Canada, irrespective of party lines. The Bill in question was one from the Post Office Department, dealing with matters of routine including an increase of salaries for some clerks. There was no objection to most of the clauses but when the Bill was well advanced in the House of Commons it was discovered that it contained a section which gave the Postmaster-General a new, and, many members thought, a dangerous power. The postal rate on newspapers is fixed by Parliament. The Bill proposed that hereafter the *rates should be fixed* by the *Postmaster-General.* This was giving to one man an arbitrary power, a practice which does not accord with democratic Government, and the press of Canada are indebted to the Senate for refusing to approve of this part of the Bill. The Senate in this case has certainly well served the purpose for which it was created, to check hasty and ill-considered legislation.

A Would-be Autocrat

Calgary *Herald,* July 7.

The Postmaster-General of Canada is evidently determined to revenge himself upon the publishers of the country, and incidentally upon the reading public for the defeat of his Bill by the Senate. He had issued a circular in which, by force of illegitimate interpretation of the present Postal Act, he proposes to increase the postage on newspapers from 100 to 800 per cent., the smaller dallies being the ones that would most severely feel the new rate. In addition, the Postmaster-General has dug up an old regulation of the department, dating from fifty years ago, which he says he will use to impose a charge of one cent on every copy of every newspaper delivered by postmen in the cities of the Dominion.

The Postmaster-General evinces the disposition of a tyrant in his present attitude. If anything was needed to justify the Senate in refusing to place the power of fixing newspaper postal rates in his hands it is the spirit he shows in the circular just issued. Mr. Pelletier is evidently not the man to be trusted with a power so vital to a great industry and to the public at large.

The surprising thing is that Mr. Pelletier appears to have the endorsement of the Borden Government in his remarkable position. It is probably through negligence that the administration has permitted him to go so far in this matter. Mr. Pelletier tried to shove his Bill through Parliament without giving the Press Association an opportunity to discuss its details. He falsified the position of the press to his colleagues in the House of Commons. He misrepresented the press to the Premier. It would be well for the Government to check up Mr. Pelletier and to see that the newspaper reading public is protected against his activities, otherwise the Government will have to bear the responsibility for a course of action which will be resented alike by publishers of newspapers and by the public that reads them.

This subject is one which will engage the attention of the Canadian Press Association at its meeting in Toronto during the present week.

Designed as a Threat

Halifax *Echo,* June 27.

Mr. Pelletier's announcement to-day is designed principally as a threat to show the newspaper publishers what might happen and to give him a lever in compelling a readjustment of rates according to what are his ideas of what the traffic will bear.

The Department says the new rates will not go into effect until all the publishers have been duly notified. In reality Mr. Pelletier expects that the newspaper men will ask for a conference and that some compromise will be agreed upon. It is very unlikely that he will attempt to really enforce the rates, of which he has given notice to-day.

Pelletier's Double Cross

Recorder, Halifax, N.S.

An article of canned stuff is just now making the rounds of the Tory press, to the effect that the Liberal majority in the Senate has killed Mr. Pelletier's Bill for increasing the salaries of railway mail clerks and certain other post office employees. The objective of the article from the Ananias Bureau is of course to make these civil service men blame the Liberals for preventing the salary advance. The truth is that Pelletier himself killed the Bill and thus cheated the men out of their dues. That portion providing for the increase in salaries was altogether admirable, but along with this went a clause giving arbitrary power to the Postmaster-General TO FIX WHATEVER RATES HE PLEASED ON NEWSPAPERS AND OTHER SECOND-CLASS MATTER. The giving of such arbitrary power was objectionable in the extreme, particularly as it put the postage of newspapers entirely at the sweet will of a partizan head of a Government department. Under such a system it can easily be imagined what outrageous discrimination could be practised to the detriment of all fairness. No Cabinet Minister in the history of the Dominion could have been entrusted with such arbitrary powers, least of all the present incumbent of the Postmaster-Generalship. The Senate justly refused to allow this clause to go through, and Mr. Pelletier to whom the clause was the all important feature of the Bill, refused to allow the amended Bill

to pass. In other words, because he is not to be permitted to fix postal rates on newspapers, etc., at his own sweet will, he refused to allow a salary increase to a whole army of poor men whose salaries are inadequate to meet the tremendously high cost of living obtaining at the present time.

Another Senate Rejection

Journal of Commerce, Montreal.

The Senate, which was heartily abused by the Liberals in the early days of the Laurier Government when it rejected the Yukon Railway Bill, and just as heartily abused by the Conservatives when last year it rejected the Borden Government's Naval Aid Bill, has recently refused its assent to some Government Bills under circumstances which win for the upper chamber a large measure of approval from men of both political parties. The majority which rejected the Bill to recoup the Farmer's Bank depositors included many Conservatives, and the Senate's action receives warm approval in influential Conservative circles. Now the Senate has materially amended, and thus practically rejected, another Government measure under circumstances which are likely to win for the upper chamber, to a very large extent, the approval of the Press of the country, irrespective of party lines. The Bill in question was one from the Post Office Department, dealing with several matters of routine, including an increase of salaries for some clerks. To the greater part of the Bill there was practically no objection. But when the Bill was well advanced in the House of Commons the discovery was made that it contained a section which gave the Postmaster-General a new and, many members thought, a dangerous power. The postal rates on newspapers are at present fixed by Parliament. The new Bill proposed to provide that hereafter the rates should be fixed by the Postmaster-General. There was no reason for supposing that the present Postmaster-General would be more disposed than any other Postmaster-General to make exorbitant charges to the Press. But there was a widespread feeling, voiced strongly by the representatives of the Canadian Press Association, that the power was capable of being abused, and that there was no good reason why, in this case, Parliament should surrender its power to any Minister. In an effort to reach a compromise the Postmaster-General agreed to fix a minimum charge beyond which he could not go, and to make the rates, when fixed, subject to the approval of the Treasury Board, who were to hear the representations of any parties who might be dissatisfied with the Minister's decision. In this shape the Bill came back to the Senate on Wednesday.

The fixing of a maximum rate which the Minister could not exceed was, to some extent, an improvement. The appeal to the Treasury Board, however, was quite illusory. The Treasury Board cannot be made, in this public way, an effective court of appeal from a Minister's decision. In the routine work of the Board a valuable service may be done by imposing a check on the hasty action by a Minister. In that case the proceedings are practically of a confidential character. The world may never know that a difference has existed. The Minister, if he is wise, and if the matter is not of vital importance, will accept the judgment of the Board, withdraw his recommendation and readjust the business accordingly. It would be quite a different matter, however, to put the Board in the position of being obliged to publicly reject the recommendation of one of the Ministers. Under the British system there must be solidarity of action among Ministers in reaching decisions. Minor differences must be waived in order that a common ground may be reached. When the moment arrives for announcing a decision the Ministers must stand together. As they say one, so must they say all. A Minister may hold serious objections to what is being done, but if he remains a Minister he must be silent; he cannot be permitted to express a difference with his colleagues.

This well established and necessary rule of Cabinet Government makes it impossible to treat the Treasury Board as a public court of appeal from a Minister's decision. The Treasury Board is simply a committee of the Cabinet. It cannot be expected that such a committee will submit one of their colleagues to the humiliation of a public rebuke by rejecting a recommendation publicly made by the Postmaster-General. How far this situation was considered by members of the Senate we do not know. The Senate apparently seized upon the essence of the Bill respecting newspaper postage. The present law leaves Parliament to fix the rates. The Postmaster-General proposed to transfer that power to himself, with the limitations above mentioned. The Senate thought Parliament should hold fast to its power, and, therefore so amended the Bill as to provide that the rates fixed by the Postmaster-General should not take effect until approved by Parliament. This, of course, would practically leave the matter where it now is, and that apparently will not be satisfactory to the Postmaster-General. It is hardly probable that the Press of either political party will be inclined to quarrel with the Senate for its action in this case.

The Postmaster-General's Attempt to Establish an Autocracy

Canadian Railway and Marine World, Toronto.

On other pages of this issue considerable space is devoted to a Bill introduced at the Dominion Parliament's recent session, by the Postmaster-General in which a most barefaced attempt was made to give the occupant of that position even more autocratic powers than he already possessed, and to take from a large section of the people rights which should be inalienable.

We say deliberately, and without fear of successful contradiction that a determined attempt was made to smuggle this Bill through Parliament, without at least two of the interests affected, viz., newspaper publishers and electric railway companies, being aware of its contents. It was not distributed to the press in the usual way, nor even to those who subscribe for copies of all Bills in order to keep posted. That the attempt to keep the contents of the Bill from those interested was deliberate, is proved by the fact that a person who wrote a permanent official of the Post Office Department on May 6, asking for a copy of the Bill (two days after it had been read a third time), received an answer from that official, dated May 8, stating that the Bill would not be printed until it had been signed by the Governor-General. This was an absolute untruth as *Canadian Railway and Marine World* had a day or two previous to the date of that letter secured a copy of the Bill, and we cannot believe that the untruth was unintentional. We cannot imagine that a permanent official, occupying such a prominent position as the one referred to does, was unaware that it was necessary that the Bill should be printed before it could be passed in the Commons. When he gave the answer above stated, the Bill had not only been printed for submission to the Commons, but it had been reprinted as passed by the Commons, and for submission to the Senate. When the discussion on it opened in the Commons the Postmaster-General gave an evasive answer as to the effect of some of the amendments proposed, and anyone reading the official report of his remarks cannot fail to come to the conclusion that there was a deliberate attempt to deceive.

The rate of postage to be paid by newspaper publishers for the transportation of their papers has, ever since Confederation, been vested in Parliament. The objection to the Postmaster-General's attempt to take that power from Parliament, and confer it upon himself, is not a question of rates. The publishers object to it because they want stability, and because they do not want to be in the power of any one man, who could change rates as often as he might see fit, and who would have absolute powers of discrimination. Many of them particularly object to such powers being vested in the present Postmaster-General, who has shown himself impervious to argument or reason, and they object to his successors, whoever they may be, having such power, but they do not object to paying a reasonable rate, to be settled by Parliament. The question of newspaper postage rates has been before the Postmaster-General for months. He had ample time to prepare a tariff and present it to Parliament, but he broke faith with the Canadian Press Association, and attempted to steal a power which no one man should possess.

This is not a political question. As soon as the contents of the Bill leaked out, protests from newspaper publishers all over Canada, irrespective of their politics, poured into Ottawa, but Mr. Pelletier treated them with absolute contempt. When the Bill first came up in the Senate, Sir Mackenzie Bowell, an ex-Conservative Premier and the ex-Government leader in the Senate, said: "Although I appear as a seconder, I do not approve of the Bill and I am not to be committed to it." The representations of the Canadian Press Association were presented by the chairman of its postal committee, P. D. Ross, who is a close personal friend of Mr. Borden, and is the proprietor of the Ottawa *Journal,* which is generally recognized as the Government organ at the Capital. The Managing Director of *Canadian Railway and Marine World,* Conservative though he is, joined hands with the other opponents of the Bill, and did everything possible to ensure its defeat, which was finally accomplished.

The Postmaster-General is trying to make political capital out of the action of the majority in the Senate. They simply granted the request of the Canadian Press Association, which was worded as follows: "Resolved, that the executive of the Canadian Press Association hereby respectfully appeals to the Senate to strike out of Bill 147 the clause empowering arbitrary changes of newspaper postage."

During the discussions on the Bill, and after its defeat, the Postmaster-General made several open threats against publishers and others who opposed it, and there is no doubt that if he remains in the cabinet he will have to be reckoned with again in connection with this subject. The Premier is now conversant with the facts. Believing as we do in his high-mindedness and absolute probity we cannot think that he can approve of such arbitrary methods, and we look to him to restrain his colleague.

Interview With Tea Man on Market Situation

P. C. Larkin Believes That Unless Something Unforseen Happens Tea Will be Plentiful in Canada — Russia, He Points Out, Will Not Produce so Much.

ALTHOUGH many in the trade are looking towards a high tea market, veteran tea men are not in accord with this idea.

P. C. Larkin, of the Salada Tea Co., was asked by Canadian Grocer representative what the tea situation is, to which he replied:

"As far as I can see there is more than enough tea to go around; that is there have been some millions of pounds more shipped from India and Ceylon this year than there was in the same period of last year."

He was asked what effect the war would have.

"Well, in what way could it effect it? Let us see. Russia takes about 40,000,000 lbs. of Ceylon and India tea per year. As far as I can see they will not be able to get 40,000,000 lbs. or anything like that amount this year for her services will certainly be interrupted. This will leave very much larger quantities for London to deal with. Therefore the war, if anything, ought to make Ceylon and India teas cheaper, rather than dearer.

"To be sure there are other things which would effect it. In the first place the war risk insurance has cost us as high as 20 per cent. of the value of our tea, but it is now down to slightly over 4 per cent. Freights may be a little higher, but even these charges might be counterbalanced by there being more tea going to auction in London than there were purchasers for."

Mr. Larkin was asked if there was not an embargo on tea, and replied that there was an embargo, that no tea can leave London at present, but that tea has likely been included in an embargo on all foodstuffs, and as soon as the Government see that there is more tea than they will have any need for, in all likelihood they will raise the embargo, realizing that it should not be applied to tea. Therefore he expects the embargo to be off this week.

He was then asked about prices.

"We will do our utmost," he replied, "to keep prices exactly as they are and as far as we can see, although the boomsters are at work, tea will not advance. If any retailer is foolish enough to be talked into stocking up heavily with tea he is certain to be landed with teas to the profit of the boomsters, but to his own financial loss.

"Why should he load up with tea of any kind?" he asked. "In six months it will go off flavor at least to the extent of a penny per pound and in a year, if he holds it that length of time, if he bought it at the lowest market price, we would hate to give him within five cents per pound of what he paid for it because it will have gone off fully that much in flavor.

"The retailer will be wise to buy his tea just as he requires it and just as he has been doing for years back. That is as far as I can see with my forty-five years' experience in the trade."

WINDOW DRESSING CONTEST.

Winners in Competition Instituted By Lever Bros.

Toronto, Aug. 13.—The window dressing contest of Lever Bros., announced some time ago, has been judged and results are announced herewith. Eastern Canada was divided into three districts, Ontario, Quebec, and Maritime Provinces, with four prizes in each of $50, $35, $10 and $10, respectively, and twelve consolation prizes of $5 each. The judging was done from numbers only so that the decisions were entirely impartial.

The following dealers won prizes:

Ontario.—1st prize, Bruce McDougall, Ingersoll, Ont.; 2nd prize, D. M. Brown, 119 Herkimer street, Hamilton, Ont.; 3rd prize, Hutchison Bros., Bracebridge, Ont.; 4th prize, Peebles & Hobson, Hamilton, Ont.

Other winners were: Puckett & Sailey, Oshawa, Ont.; F. A. Nixon, Barton street east, Hamilton, Ont.; Wilbur Simons, c/o Samuel Suddaby, 93 Oxford street, Brantford, Ont.; Edw. Armstrong, Barrie, Ont.; A. G. Bain & Co., Hamilton, Ont.; Bradley & Son, St. Catharines, Ont.; W. H. Hilton, 39-41 Quebec street, Guelph, Ont.; J. D. Rymal, 62 Barton street east, Hamilton, Ont.; Miss M. Milson, 151 Brock avenue, Toronto, Ont.; C. R. Temperton, 1248 Gerrard street, Toronto, Ont.; T. B. Gilchrist, c/o W. J. Armstrong, Campbellford, Ont.; John S. Gibson, c/o Marks, Clavet, Dobie Co., Ltd., Port Arthur, Ont.

Quebec.—1st prize, Eng. Brais, 709 St. Lawrence boulevard, Montreal, Que.; 2nd prize, Geo. V. Kneen, Maisonneuve, Que.; 3rd prize, Murphy Bros., 331 St. Catherine street west, Montreal, Que.; 4th prize, W. M. McGuire, c/o Co-Operative Grocery Co., 293 St. Antoine street, Montreal, Que.

The other winners were: J. L. Durand, Three Rivers, Que.; J. S. Tardiff, 175 Rue St. Jean, Quebec, Que.; W. Bilteliffe, 350 Victoria avenue, Westmount, Montreal, Que.; Annex Provision Co., 1750 Clark street, Montreal, Que.; B. Berman, 200 Van Horn avenue, Montreal, Que.; Epicerie Belgo, Shawinigan Falls, Que.; Edward Upton, 358 Bourgeois street, Montreal, Que.; John Sullivan, 131 Laurier west, Montreal, Que.; G. M. Ginbord, 385 Grand Trunk, Montreal, Que.; P. P. Boileau, 70 St. Viateur W., Montreal; Thos. Grace, Gracefield, Que.; George D'All, c/o Mr. D. Hamilton, 71 Fairmount street west, Montreal, Que.

Maritime Provinces.—1st prize, Donald A. Stuart, c/o A. E. Eardley, Fredericton, N. B.; 2nd prize, R. T. Caldwell, mgr. Yerxa Grocery Co., Halifax, N.S.; 3rd prize, Messrs. Stewart & Son, 167 Queen street, Charlottetown, P.E.I.; 4th prize, Henry Candle, Truro Market, Ltd., Truro, N. S.

Prizes were also awarded to: S. E. Weir, 384 Charlotte street, Sydney, N.S.; Miss Margaret O'Callaghan, 120 Edward street, Halifax, N.S.; R. N. McNeil, 1244 Victoria road, Whitney Pier, C.B., N.S.; Gerald Mulligan, c/o Messrs. Brace, McKay & Co., Summerside, P.E.I.; Percy L. Cook, c/o W. P. Crosby, Yarmouth, N.S.; T. D. Cooke, merchant, Isaacs Harbor, N.S.; L. J. Leben, Box 102, Truro, N.S.; Miss Grace C. Fraser, Rexton, N.B.

There were 106 entries from Ontario alone and about 160 altogether.

BOARD OF TRADE CONVENTION POSTPONED.

Canadian Grocer received the following wire on Tuesday from T. Williams, of Moncton, N.B., secretary of the Maritime Board of Trade, which explains itself:—

Editor Canadian Grocer.—Owing to the European war and the disturbed trade conditions resulting therefrom, it has been considered advisable to postpone the meeting of Maritime Board of Trade to a more favorable time, of which ample notice shall be given out.

Robt. Benson and G. R. French, of Benson & French, retail grocers, St. Catharines, Ont., were in Toronto on Wednesday on a buying trip. They visited the Toronto office of Canadian Grocer before returning home.

THE CLERKS' DEPARTMENT.

A RESOURCEFUL CLERK.

The resourceful salesman is worth money to his employer. If the clerk cannot find arguments to sell the customer extra goods he would be much better employed at some other calling. On the other hand if he has at all times the reason at his tongue's end just why an article should be bought then he is on the fair road to success.

A traveler tells how a certain grocer is anxious to eliminate as many of the three for quarter goods as possible and instructs his salesmen to sell rather two for twenty cents. He maintains that no regular ten-cent article should be sold for three for a quarter.

"The other day in this store," says the traveler, "a customer asked the clerk how much canned tomatoes were. 'Two for twenty cents,' was the reply, but it was not the whole selling talk. He followed it up by stating that he would advise the customer to take two tins ass ometimes one will not go around, and even if the two were not necessary, the other could be kept without any difficulty and used at any time. That young man had no trouble whatever in making the sale and he told me afterwards that by this method he sells almost every time the two cans. It takes the customer's mind for one thing off the supposition that she might get three cans for a quarter and gives her in the second place a reason for taking two tins instead of one. And it removes the probability of her asking if they were three for a quarter if the clerk had said '10 cents.'"

* * *

PIMENTO AND PIMENTO CHEESE.

A Vancouver clerk writes asking the difference between Pimento cheese and McLaren's Imperial cheese. Without going into the formula of Pimento cheese it may be said that it is cream cheese with pimento spice in it. The same clerk asks what pimento is. Pimento is an aromatic spice made from the dried unripe berry of the Pimento tree. This is an evergreen tree common in many tropical countries. The berries are light and brittle each containing two dark brown seeds. They are called allspice from the fancy that they have the flavor of cinnamon, cloves and nutmegs combined. Pimento is sometimes called Jamaica pepper.

Sand

I observed a locomotive, in the railroad yard, one day;
It was waiting at the roundhouse, where the locomotives stay;
It was panting for the journey, it was coaled and fully manned,
And it had a box the fireman was filling full of sand.

It appears that locomotives cannot always get a grip
On their slender iron pavements, 'cause the wheels are apt to slip;
So when they reach a slippery spot, their tactics they command,
And to get a grip upon the rail, they sprinkle it with sand.

It's about this way with travel along life's slippery track,—
If your load is rather heavy, and you're always sliding back;
If a common locomotive you completely understand,
You'll provide yourself in starting with a good supply of sand.

If your track is steep and hilly, and you have a heavy grade,
And if those who've gone before you have the rails quite slippery made,
If you'd ever reach the summit of the upper tableland,
You'll find you'll have to do it with a liberal use of sand.

If you strike some frigid weather, and discover to your cost,
That you're liable to slip upon a heavy coat of frost,
Then some prompt, decided action will be called into demand,
And you'll slip 'way to the bottom if you haven't any sand.

You can get to any station that is on life's schedule seen,
If there's fire beneath the boiler of ambition's strong machine;
And you'll reach a place called Flushtown at a rate of speed that's grand
If for all the slippery places you've a good supply of sand.

THE ENCYCLOPEDIA

CREAM OF TARTAR.

Cream of tartar is refined argol, or tartar, a substance found in the juice of grapes and obtained as a precipitate after its fermentation. It has an acid, cooling taste, and is used in the preparation of summer drinks, as an aid in raising bread and cakes, etc.

There are usually from one to three inches of dark "grounds" or less at the bottom of a full barrel of new wine after it has stood long enough to settle. After a certain time the lees are removed in a "cake" and then dried and broken up till they are about the size of common sand and of a pinkish tinge This product is sold to tartar manufacturers.

In refining, the powdered lees is put into vats of hot water, cooked for about two hours, and then run off into shallow receivers around which the crystals speedily form in a thick mass. The same water is used repeatedly as it always holds a certain quantity of tartar in solution.

Tartar from wine that has been cleared with plaster is richest in tartaric acid, while that formed in wine that is cleared with eggs is richest in cream of tartar. The tartar takes a tinge of pink or cream, as the wine in which it forms is red or "white."

* * *

DRIED FRUIT CROWNS.

The word "crown," as commercially applied to dates, figs, raisins and some other food products, signifies "grade" or "quality." The higher the number used as a prefix, the choicer the grade —9 crowns raisins being, for example, a little choicer than 8 crowns, etc.

GUARDING AGAINST FLOUR CORNER.

The Mayor of Sudbury has been given the power to purchase 1,000 bags of flour in the open market, to be sold at about cost to the citizens. It is alleged that attempts were being made to corner the flour market there, and complaints were being received from householders. These "alleged attempts" may be simply rumors of the calibre that had the German navy almost annihilated during last week.

CURRENT NEWS OF THE WEEK

Quebec and Maritime Provinces.

J. W. Gorham, commission merchant, Halifax, N.S., died recently.

Geo. Bain & Co., wholesale confectioners, Montreal, have registered.

H. Blais, a Montreal grocer, sustained a fire loss recently. He was insured.

John English, general merchant, Nackawick, N.B., is succeeded by J. F. McGuire.

The Atlantic Sugar Refining Co., with plant at St. John, N.B., will open for operations in the course of a week or more. The building is nine storeys high, and the establishment covers an area of seven acres, with a floor space of 175,000 square feet.

Ontario.

The Meadow Gold Butter Co., of Toronto, has assigned.

J. R. Thorne, grocer, Toronto, has disposed of his business.

A. H. Bourgeau, an Ottawa grocer, is advertising his stock for sale.

Herbert Steel, general merchant, Union, Ont., has disposed of his business.

Berlin, Ont., retail merchants and clerks will hold their first annual excursion and picnic on August 19 to London.

The Ottawa Retail Grocers' Association held its annual excursion to Carleton Place last week. They were accompanied by a Highlanders band, and spent a very pleasant day.

The grocery store of J. C. Burke, Lindsay, Ont., was entered recently by thieves and about $12 in cash and a small quantity of tobacco and cigars taken. J. C. Bates' store, also in Lindsay, was burglarized, a small amount of silver being taken.

Niagara Falls Pickles, Limited, is the name of a new company formed at Niagara Falls, Ont. The provisional directors are H. F. Naisbett, Thos. R. Stokes, Geo. B. McClelland, Albert Barbeau, of Stamford, Thos. E. Nichols and Jos. Forde. They propose to manufacture pickles of all kinds, and will also make catsups and other products of vegetables and fruits. They are taking over the business of the Naisbett-Billings Co.

Western Canada.

John Sturrock has resigned as assistant secretary of the Edmonton Retail Merchants' Association, Edmonton, Alta., to engage in other business.

F. G. Dawson, a wholesale provision merchant, Prince Rupert, B.C., has purchased the Daily News of that place. The present management will continue temporarily.

The salmon packing season is now under way in British Columbia, and shipments of new salmon have already been made. The price this year will undoubtedly be higher than a year ago.

What is said to be the largest single consignment of canned goods shipped to Edmonton, Alta., was received recently by one of the wholesale grocers. The shipment consisted of nine cars of tomatoes and one car of fruits.

Edmonton branch of the United Commercial Travelers' Association recently entertained 2,000 men, women and children at its annual picnic on Seba Beach, Lake Wabamun, and thus successfully closed the summer celebration, which began on July 20. One of the features of the outing was the assembling of the Indians on the Hobema reservation, an address by the chief, and dances by the braves. Thirty candidates were initiated during the week. Other items on the programme were theatre parties, receptions and a fancy dress parade.

THE CIGAR CORNER

No. 5.

DOUBLE DUTY ON CIGARS.

There is no article in the grocery store that comes more closely under the eye of the government, than cigars. The revenue officials get after them "both coming and going," so to speak. It is probable that the average grocer does not realize that the manufacturer of cigars has to pay a double duty on this line before he can ship it out to the trade.

On tobacco leaf coming into this country, the Government customs collect a duty of 28 cents a pound. It is only because the leaf is light that the duty does not put up the price of cigars and tobaccos to a prohibitive figure. This duty is collected on what is known as standard weights of raw material, the weights being reckoned after extraction of moisture and government tests.

Every manufacturing plant has to house a government officer whose duty it is to see that no finished product leaves the factory without the government stamp. When the cigars are finished, labeled and packed in the boxes they are sent to the government bond department. Here they are held by the official under lock and key until the firm want to ship them out or until the second duty of $2 per thousand cigars is paid. When this money has been handed over to the government, the manufacturer receives the official stamp which is pasted around the box. Every dealer has observed this stamp. It means that the

(Continued on page 47.)

When the grocers of Regina, Sask., picknicked recently at Regina Beach, the above photograph was taken of them.

Chaos Reigns Throughout the Grocery Market

No Stable Foundation on Which to Base Values — Upheaval Continues From Week Ago—Sugar Advances 50 Cents Cwt. and Practically All Other Staples Have Taken Same Course—Many Prices Withdrawn.

QUEBEC MARKETS.

Montreal, Aug. 13.—War conditions in their wildest and most erratie form prevail in the grocery market; there is apparently no foundation on whieh prices may be said to rest—the prices which are being charged the retailer depend so far as can be learned on the individual views of the wholesalers themselves, and here there is a big difference of opinion, as the price ranges indieate. When it is stated that a milling company is quoting $2.75, and some wholesalers are charging up to $4; when the mills ask an increase of 1e a pound for rice, and the wholesalers in some cases make it 2c; when sugar advanees 50c a cwt. at a jump; when paekage teas retain their level and bulk stocks are quoted up 4e lb.; when there are differences of several eents a pound on dried fruits between wholesalers; when jobbers advise withdrawing all prices for spices: when one wholesaler asks $3.10 for beans and another wants $4.20—then there is some idea of the state that the market is in.

Price quotations are of little use to the grocer. He must depend upon his wholesaler. It has been the endeavor generally in the tables this week to give both the up and down of the range—and it will be the tendency for the priees to go towards the latter. Rice, sugar and flour are given on the mill basis with advanees which are warranted by advances at original markets, but in many eases higher figures are being held out to the grocers.

There would appear to be two factions in the market, and the high price party are almost sure to gain headway. So far as can be learned up to the present time adjustments are being made by each house individually, and there has been nothing like concerted action.

Those who took the lead in putting prices on a higher level point out that in the first place the advances have largely been made on imported stocks, which are in short supply, and that when these supplies are done and none coming forward they will be in the position of having to conduct business without returns. Supplies are short, because the war came like a bolt from the blue at a season when stocks are always low, for there is usually little interruption to ocean traffie at this time of year. Other factors which are advanced are the increased cost of exchange, which, it is pointed ont, means as much as three cents a gallon on a couple of cargoes of molasses now eoming into Halifax, and also the higher war insurance whieh is sure to be in effect for some time after there is a resumption of traffie unless there is a very decisive victory for the British navy.

Sugar, flour, tea, oatmeal, eornmeal, rice, beans, peas, all canned goods, molasses, spices, nuts, currants, raisins, butter—all have taken material advances in price—the extent of those advances it is hard to definitely say at the present time so far as the trade is eonerned.

SUGAR.—The war seare has hit the sugar market a severe jolt, as is indicated by an advance of 50c a hundred, which follows the increase of 10c a week ago. The jump which quotations took on Tuesday is one of the biggest that has been seen in Canadian business, and refiners report that the situation is strong on the increase, and that orders are only being taken to the extent of the actual requirements of the wholesaler. For instance, where an order would have been taken from a eustomer for a thousand barrels, this same eustomer will now find himself eut down to a hundred, and he is not likely to get that if the refiners feel that he is going in on the market on a speculative basis. The advance eame coincident with a big ehange in priees in New York, where sugar is now selling around 6 eents, and in Canada it is likely to be fonnd that some will take advantage of the occasion to lift the prices above the usual spread between the refiner and the eonsumer. A big increase in the demand on the part of the consumers and very short stocks is stated as one of the main reasons for the advance, with the difficulty in securing shipments of raw material as an important influence; but it rather looks as though war may have entered the raw market as a speculative influence. For the future there is the damage to the beet sugar crop of Europe to be taken as an important factor. The situation is reported to be worse in England than on this side.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	5 05
20 lb. bags	5 15
2 and 5-lb. cartons	5 35
Second grade, in 100 lb. bags	4 90
Yellow Sugars—	
No. 3	5 00
No. 2	5 10
No. 1	4 65
Extra Ground Sugars—	
Barrels	5 45
50 lb. boxes	5 75
20 lb. boxes	5 85
Powdered Sugars—	
Barrels	5 45
50 lb. boxes	5 65

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—
- Another advance of 40c in flour.
- Cornmeal and rolled oats soaring.
- Mill feeds firm and slightly higher.

FISH AND OYSTERS—
- Imported fish are higher.
- Lake fish plentiful.
- Getting ready for oysters.
- Lobsters getting scarce.

PRODUCE AND PROVISIONS—
- Provisions very firm; hams higher.
- Lard is advancing.
- Butter takes jump upward.
- Fresh eggs dearer.
- Cheese market unsettled.

FRUITS AND VEGETABLES—
- Lemons up to $8.
- Spanish onions advancing.
- Only local vegetables now.
- Potatoes cheaper.
- Canadian apples in.

GENERAL GROCERIES—
- Sugar advances 50c cwt.
- Molasses up 3c at least.
- Spices up 5c to 10c lb.
- Teas, fruits, nuts, rice, etc., show a big range of quotations.

ONTARIO MARKETS.

PRODUCE AND PROVISIONS—
- Hogs advanced sharply, followed by rises in hams, bacons, backs, barreled pork and lard.
- Butter up about 3c.

FRUITS AND VEGETABLES—
- Lemons advance over a dollar a case, due to the cutting off of shipments and the nearing of the end of the season.
- Canadian peaches and plums on the market.
- Tomatoes arriving freely, and price is down.

FLOUR AND CEREALS—
- Flour up again, as well as rolled oats, oatmeal and practically all cereals.

GENERAL MARKETS—
- Sugar, except in case of one firm, up 50 cents.
- Corn syrups and starch advance.
- Prices withdrawn on foreign nuts and Mediterranean dried fruits.
- Cream of tartar up to 40c a pound, and all spices advance.
- Rice advanced another 50c per cwt.
- Tapioca and sago up at least a cent a pound.
- Beans advance again.
- Canned goods up 2½c a dozen.

MANITOBA MARKETS.

GENERAL GROCERIES
- Sugar up 50c.
- Corn syrups up 20c case.
- Currants up 1 to 2c.
- No market on coffee.
- Beans, peas and barley up in Ontario.
- Rice and tapioca market affected.
- Advance in shelled walnuts.

FLOUR AND CEREALS—
- Prices very uncertain.
- Feed prices not affected much.
- Rolled oats to be higher.

FRUITS AND VEGETABLES—
- Raspberries and cherries off market.
- Grape fruit hard to secure.
- Onions and new potatoes down.

PRODUCE AND PROVISIONS—
- Provision market firms.
- Shoulders selling 15c.
- Butter supply short.
- Egg receipts will drop off now.

25 lb. boxes	5 65
Paris Lumps—	
100 lb. boxes	5 80
50 lb. boxes	6 00
25 lb. boxes	6 10
Crystal Diamonds—	
Barrels	5 85
100 lb. boxes	6 00
50 lb. boxes	6 10
Cartons and half cartons	7 15
Crystal Dominoes, cartons	7 25

DRIED FRUITS.—In dried fruits the war influence is felt, although the extent is governed by the attitude of the different wholesalers. On the one hand, there are houses which state that they are staying with the old basis, while in others there are increases of as high as 50 per cent. To cover the market, the range has been greatly widened with reference to peels, currants, dates and certain raisins. Quotations which are given for figs and Valencia raisins must be considered as purely nominal, as these lines are practically cleared out, and it is questionable if they are to be had. Prunes, instead of following the trend of the market, are reported in some quarters to be a little easier, which is probably accounted for by the fact that California will be handicapped in export operations.

EVAPORATED FRUITS.	Per lb.	
Apples, 50-lb. boxes	0 11	0 11½
Nectarines, choice	....	0 11
Peaches, choice	0 09	0 09½
Pears, choice	0 14	0 15
Apricots	0 16	0 20
DRIED FRUITS.		
Candied Peels—		
Citron	0 16	0 20
Lemon	0 13½	0 14½
Orange	0 11½	0 12
Currants—		
Amalias, loose	0 07	0 11
Amalias, 1-lb. pkgs.	0 08½	0 12½
Filiatras, fine, loose	0 07	0 11
Dates—		
Dromedary, package stock, per pkg..	0 10	0 13½
Fards, choicest	0 11	0 14½
Hallowee, loose	0 05½	0 09
Hallowee, 1-lb. pkgs.	0 07½	0 11
Figs—		
Finest, 6 crown, about 12 lbs.	0 13	0 13½
Same fruit, 5 and 4 crown, 1 and 2 cents less.		
Prunes—		
40 to 50, in 25-lb. boxes, faced	0 12½	0 13
50 to 60, in 25-lb. boxes, faced	0 11½	0 12
70 to 80, in 25-lb. boxes, faced	0 10	0 10½
80 to 90, in 25-lb. boxes, faced	....	0 09½
95 to 130, in 25-lb. boxes, faced	0 06	0 06½
60 to 70, in 25-lb. boxes, faced	0 10½	0 11
Raisins—		
Malaga table, box of 22 lbs., according to quality	3 00	6 60
Muscatels, loose, 3 crown, lb.	....	0 08½
Sultana, loose	0 10	0 16
Lower grades Sultana, 1 lb. pkgs.	0 11	0 18
Valencia, new	0 06	0 06½
Seeded, fancy	....	0 10½
Seeded, choice	....	0 10

Prices quoted on all lines of fruits liable to be shaded for quantities, according to the state of the market.

NUTS.—Nothing like definite quotations can be given in this department. Here the prices are the figures of individual firms which have different views on the effect of the war and its consequences. The table which is given represents as nearly as can be gauged the high and low of the range. It will be noted that pecans and peanuts, which, of course, are American stocks, are unchanged.

Shelled walnuts, per lb.	0 50	0 57
Shelled almonds, 28-lb. boxes, per lb.	0 50	0 56
Finest filberts	0 14	0 20
Pecans—		
3 crown	0 17	0 18
Large	0 18	0 20
Giants	0 21	0 22
Almonds	0 20	0 27
Walnuts, Grenoble	0 29	0 32
Brazils, new	0 14	0 16
Peanuts, No. 1, 13c; No. 2	....	0 11
Peanuts, No. 3, 9½c; No. 4	....	0 09

RICE.—Another increase of half a cent a pound—50c cwt.—has been announced during the week, which makes a total advance of a cent a pound since the war announcement. At the same time the grocer will find that there is a big range in quotations he is offered, and there are houses which have increased their prices to double the advance made by the mills—in other words, they have put the figures up $2 a cwt. The rice situation is serious from the fact that stocks of raw material are light, and it is not possible to get shipments forwarded. These shipments are tied up in London and Burmah, according to advices which have been received by wire. The situation is similar in the United States, as is indicated by a telegram which has been received from a New York house, which states that October shipments will be the first for brown rice. This house also asks Montreal for a quotation on cleaned Rangoons and Siams suitable for export. The direct influence in the matter of price increases is the high cost of exchange which has been the result of the unbalancing of financial conditions.

	Per cwt.
Rangoon Rices—	
Rangoon "B"	4 30
"C.C."	3 90
India bright	4 15
Lustre	4 25
Fancy Rices—	**Per cwt.**
Polished	5 50
Pearl	5 60
Imperial Glace	5 90
Sparkle	6 10
Crystal	6 10
Snow	6 30
Ice drips	6 45
Carolina head	8 10

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).

Imported Patna—	Per lb.	
Bags, 224 lbs.	0 06½	0 07⅜
Half bags, 112 lbs.	0 06¼	0 06½
Quarter bags, 56 lbs.	0 06⅜	0 06⅝
Velvet head Carolina	0 10	0 11
Sago, brown	0 05	0 06½

DRIED VEGETABLES.—It is practically impossible to give any idea of the standing of the market for dried vegetables. The situation is very unsettled and the quotations will depend to a large extent upon the individual relations of the buyer and seller. Quotations sought in the wholesale section showed a range with as much spread as a dollar a bushel. The figures which are given here are an effort to give some idea of the top and the low of the market, and will not be found of much practical assistance in gauging the market.

Beans—		
Hand picked, per bush.	3 20	4 45
Canadian white, per bush.	3 10	4 20
Yellow, per bush.	3 35	4 50
Yellow eyes, per bush.	3 85	5 00
Lima, per lb.	0 10	0 11
Peas, per bushel	3 00	3 50
Peas, Imperial green, per bush.	3 10	3 60
Barley, pot, per bag	4 00	4 50
Barley, pearl	5 00	6 00

SPICES.—There are advances all through the spice market, but the situation is so unsettled that quotations are purely nominal, and the figures which have been set down in the following table are intended merely to give some idea of the general trend, and there will be found to be a big spread between the figures of different houses. One of the leading spice firms stated that it would be better to give no figures at all, but merely to state that there had been increases of 5c to 10c a pound throughout the list, and that with no shipments being received nothing more definite could be given. Figures quoted should be considered in relation to this statement.

	5 and 10 lb. Tins.	¼ lb. pkgs., doz.	¼ lb. tins, doz.
Allspice	0 19—0 22	0 80—0 90	0 90—1 00
Cassia	0 27—0 32	0 90—1 08	0 98—1 08
Cayenne pepper	0 30—0 35	0 86—1 09	1 08—1 33
Cloves	0 35—0 40	1 26—1 11	....—1 26
Cream tartar	0 38—0 43	....—1 30	....—....
Curry powder	....—0 40	....—....	....—....
Ginger Cochin	0 23—0 25	....—....	....—....
Ginger, Jamaica	0 27—0 32	0 80—1 00	0 90—1 10
Mace	0 85—1 10	....—....	....—3 00
Nutmegs	0 30—0 35	1 08—....	1 80—2 70
Peppers, black	0 23—0 25	0 90—0 98	1 03—1 13
Peppers, white	0 33—0 34	1 15—1 30	1 30—1 40
Pastry spice	0 25—0 32	0 80—1 10	0 90—1 35
Pickling spice	0 20—0 25	0 85—....	0 95—....
Turmeric	0 20—0 22	....—....	....—....

Lower prices for pails or boxes or barrels when delivery can be secured.

Cardamon seed, per lb. in bulk	2 00	2 50
Carraway—		
Canadian	....	0 12
Dutch	....	0 20
Cinnamon, Cylon, per lb.	....	0 60
Mustard seed, bulk	0 18	0 22
Celery seed, bulk	0 35	0 45
Cayenne Chillies	0 25	0 30
Shredded cocoanut, in pails	0 20	0 25

MOLASSES. — The first advance made in the price of molasses was 3c gallon, which represents what is figured as the actual increased cost of importation at original quotations at primary ports, although at the present time a couple of cargoes being brought to Halifax represent practically everything in transit or likely to be brought in until the new market opens about the first of the year. This three cents would only cover increased freight charges, insurance and high exchange, and does not represent what wholesalers might be warranted in asking on the basis usually figured that 1c a lb. in crease in raw sugar means an increase of 7c a gallon in the price of fancy molasses. However, the sentiment which was encountered seemed to indicate that prices would not be pushed in this department on account of the fact that stocks in the hands of the trade throughout the country are generally good, while wholesalers also have plenty on hand, and new importation would not recommence in the general course of events for some months yet.

Barbadoes Molasses—	Prices for Island of Montreal. Fancy.	Choice.
Puncheons	.33	.31
Barrels	.36	.34
Half barrels	.38	.37

For outside territories prices range about 3c lower per gallon than for delivery, Island of Montreal.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—		
Barrels, per lb., 3½c; ½ bbls., 3¾c; ¼ bbls.		0 04
Pails, 38½ lbs., $1.85; 25 lbs.		1 35
Cases, 2 lb. tins, 2 doz. in case		2 50
Cases, 5 lb. tins, 1 doz. in case		2 85
Cases, 10 lb. tins, ½ doz. in case		2 75
Cases, 20 lbs. tins, ¼ doz. in case		2 70
Maple Syrups—		
Pure, per 8½ lb. tin		0 75
Pure, in 15 gal. kegs, 8c per lb., or per gal.		1 00
Maple sugar, pure, per lb.	0 10	0 11

COFFEES.—Coffees are very firm in sympathy with the general markets, and some wholesalers have raised all their cheap brands to the outside of the range which has been quoted. No important changes would appear to be warranted in this department.

Coffee, Roasted—		
Bogotas	0 27	0 30
Gautemala	0 26	0 28
Jamaica	0 24	0 25

Java	0 32	0 35
Maricaibo	0 25	0 26
Mexican	0 28	0 30
Mocha	0 30	0 32
Rio	0 20	0 22
Santos	0 23	0 24
Chicory, per lb.	0 12	0 13

BULK TEAS.—The situation as regards bulk teas appears to be very much upset, and at one important house the word "chaos" summed up description of market by the manager. He stated that prices had advanced 4c at least, but that it was impossible to give a basis of any kind for quotations. One of the large wholesale houses reports an advance of 4c to date throughout the range, putting the cheapest gunpowders at 16½c; cheapest Japans at 18c, and the cheapest Ceylon blacks at 18½c.

PACKAGE TEAS.—The tea market to a large extent promises to be controlled by the package business, and information comes from one of the biggest houses in the Dominion that there has been no advance made to date, and that there is none in sight at the moment. This concern specializes in Ceylons and Indians, and their attitude is very reassuring. The head of the concern stated that stocks were coming forward, and he believed that a naval battle would clear the air so that there would not be much interruption to business.

MACARONI AND VERMICELLI.—Further advances are announced by some of the wholesalers with regard to imported alimentary pastes, which have been raised an additional 3c to a basis of 12c for macaroni. On the other hand, there are Canadian manufacturers of the same lines who are advertising that there will be no advance in prices, and that orders will be taken on the old basis.

WINES.—In wines a further advance of a dollar a case is announced, bringing the total increase to $2, with $1 a gallon on bulk.

ONTARIO MARKETS.

TORONTO, Aug. 13.—Wholesale grocers or at least many of them were at their wits end this week trying to make things meet. The war has created such an upheavel in prices that none of them ever experienced before and with retailers hot on the trail for certain goods and the wholesalers not being able to supply them there were some worried faces to be seen. The biggest trouble was with sugar. So great has been the demand that the refiners have been unable to fill it and wholesalers in many cases were practically out of the article. Only small quantities would be sold to any one firm and in some instances no new orders were being received until all old contracts were filled—not even at an advance of 50 cents a hundred. There is pretty much of a famine in sugar but this may only last until supplies are more plentiful or until prices have reached a point that buying on the part of the consumer will be checked.

Naturally, wholesalers are active these days, but, of course, the situation is not at all normal. A great many advances have occurred almost all along the line. Tea, rice, tapioca, sago, beans, cream of tartar and all spices, spot nuts and canned goods are all higher due either directly or indirectly to the European situation.

SUGAR.—No market of the entire lot has been followed with greater keenness than that of sugar. In Canadian Grocer of two weeks ago it was pointed out that with a general European war the sugar market would be sure to go up and hinted that even the rise would equal a cent a pound at least. A week ago last Monday it advanced 10 cents per cwt. as stated in last week's issue. Then on Tuesday of this week, first thing in the morning, a rise of 50 cents a hundred occurred, making a total rise of 60 cents since the outbreak of the war. It looks, too, as if there would be further advances before the top rung of the ladder has been reached, and the original suggestion that the increase might be a cent a pound bids fair to be realized.

It should be said here, however, that the Canada Sugar Refining Co. has not made the advance of 50 cents. The local price of Redpath sugar therefore remains at $4.61 from wholesalers to retailer, deliveries being made on old contracts only on this basis. The demand has been so keen for sugar that the refiners state it is difficult and almost impossible to keep up with orders and the wholesalers have been worried by the retail trade for sugar on order. The St. Lawrence, Acadia and others have some sugar for delivery and it is this keen demand coupled with the world's situation which led them to advance the price. It is, however, being found very difficult to keep up with retail demand so keen does everybody appear to be after sugar. Refiners are selling only in limited quantities and even in some cases with some firms there is little or no sugar for delivery, at least not on new contracts.

In the United States the market for refined has gone up from $4.30 to $6.00. Many enquiries have been received in New York from the United Kingdom for refined and naturally since the supplies of raws have been cut off from the European continent, refiners in Great Britain are competing with us for Cuban raws. This is the main cause of the advancing market.

Late indications were that some refiners were withdrawing from the present market entirely and delivering only on old contracts.

Extra Granulated Sugars, Montreal, Refined—per 100 lbs.	
100 lb. bags	5 11
20 lb. bags	5 21
10 lb. bags	5 26
2 and 5 lb. cartons	5 41
Second grade granulated, 100-lb. bags	5 01
Nova Scotia refined, 100-lb. bags	5 01
Western Ontario refined, 100-lb. bags	5 01
Extra Ground Sugars—	
Barrels	5 51
50 lb. boxes	4 71
25 lb. boxes	5 91
Powdered Sugars—	
Barrels	5 31
50 lb. boxes	5 51
25 lb. boxes	5 71
Crystal Diamonds—	
Barrels	5 86
100 lb. boxes	5 86
50 lb. boxes	5 96
Paris Lumps—	
100 lb. boxes	5 86
50 lb. boxes	5 96
25 lb. boxes	6 16
Cartons (20 to case)	7 91
Cartons (50 to case)	7 91
Crystal Dominoes, cartons	8 12
Yellow Sugars—	
No. 1	4 21

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

SYRUPS AND MOLASSES.—In view of the advance in corn, starches and syrups have gone up with the rest. Starches advanced about a quarter of a cent a pound, and syrup about 10 cents a case.

	Per case.	
Syrups—		
2 lb. tins, 2 doz. in case		2 50
5 lb. tins, 1 doz. in case		2 85
10 lb. tins, ½ doz. in case		2 75
20 lb. tins, ¼ doz. in case		2 70
Barrels, per lb.		0 03½
Half barrels, lb.		0 03¾
Quarter barrels, lb.		0 04
Pails, 38½ lbs. each		1 85
Pails, 25 lbs. each		1 35
Molasses, per gallon—		
New Orleans, barrels	0 26	0 28
New Orleans, half-barrels	0 28	0 30
West Indies, barrels	0 22	0 24
West Indies, half barrels	0 24	0 26
Barbadoes, fancy, barrels	0 45	0 48
Barbadoes, fancy, half barrels	0 47	0 51
Maple Syrup—Compound—		
Gallons, 6 to case	4 40	4 80
½ gals., 12 to case	4 70	5 40
¼ gals., 24 to case	4 70	5 40
Pints, 24 to case	2 50	3 00
Maple Syrup—Pure—		
5 gallon cans, 1 to case	6 45	6 60
Gallons, 6 to case	6 60	8 00
½ gallons, 12 to case	6 95	7 25
Quarts, 24 to case, in glass	7 00	7 25
Pints, 24 to case	4 00	5 90
Maple Sugar—		
Pure, per lb.		0 12½
Maple Cream Sugar—		
24 twin bars		1 80
40 and 48 twin bars	3 60	4 85
Maple butter, lb. tins, dozen		1 90

DRIED FRUITS.—From the standpoint of Mediterranean dried fruits the war came at a very inopportune time. Markets here are practically bare of currants, Sultana and Valencia raisins, dates, figs, etc. The retail trade has practically all there are and it is not only impossible at the present time to purchase from the Mediterranean, but no cables are passing between shippers and importers. Even should these two situations be favorable to purchase there is still another drawback. Importers couldn't pay for goods as the banks won't issue credits. The situation is therefore a complicated one and difficult to fathom. The presence of the war means at least an advance of three cents extra on currants, even should the price in Patras remain the same as before. Retailers buying Mediterranean dried fruits from those wholesalers who have them will have to pay more. Sultana and Valencia raisins

OCEAN INSURANCE DROPS.

Prior to going to press Canadian Grocer was informed that the insurance rate has dropped from about 10 per cent. to about 2 per cent. This information will help to clear the air and bring about more normal conditions.

are quoted a cent higher, currants a cent and package dates are up. California prunes and raisins are as yet unchanged.

Apples, evaporated, per lb.	0 10½	0 11
Apricots—		
Standard, 25 lb. boxes	0 16½	0 18
Choice, 25 lb. boxes	0 18	0 18½
Fancy	0 22	0 24
Candied Peels—		
Lemon	0 10	0 12
Orange	0 10	0 12
Citron	0 16	0 17
Currants—		
Filiatras, per lb.	0 07½	0 08
Aamalas, choicest, per lb.	....	0 08
Patras, per lb.	....	0 08½
Vostizzas, choice	....	0 10
Vostizzas, shade dried	0 11½	0 12
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 08½	0 09½
Fards, choicest, 60-lb. boxes	0 08	0 08½
Package dates	0 07½	0 09
Hallowees	0 05¾	0 06
Prunes—		
30-40s, California, 25 lb. boxes	0 14	0 15
40-50s, 25 lb. boxes	0 13	0 14
50-60s, 25 lb. boxes	0 12½	0 12¾
60-70s, 50 lb. boxes	0 10½	0 11
70-80s, 50 lb. boxes	0 10	0 10½
80-90s, 50 lb. boxes	0 09½	0 10
90-100s, 50 lb. boxes	0 08	0 08½
25-lb. boxes, ¼c more.		
Peaches—		
Standard, 50-lb. boxes	0 08	0 08½
Choice, 50-lb. boxes	0 09	0 10
25-lb. boxes, ¼c more.		
Raisins—		
Sultana, choice, new	0 09	0 10
Sultana, fancy, new	0 11	0 13
Valencia	0 08½	0 10
Seeded, fancy, 1 lb. packets	0 10½	0 11
Seeded, choice, 1 lb. packets	....	0 10
Seeded, choice, 12 oz.	....	0 08½
Seedless, 16 oz., packets	0 10½	0 11
Seedless, 12 oz. packets	0 08½	0 09

TEA.—Prices on bulk tea have advanced from 4 to 6 cents a pound on this market since the outbreak of war. The chief reason is the fact that there has been an abnormal demand, many retailers being anxious to replenish their supplies to guard against an uncertain future. Shipping routes are, of course, jeopardized to a certain extent and there is consequently not the ordinary amount of tea coming into the country. This also means that war risks and higher freight are to be reckoned with all of which has been responsible for the advance in tea.

RICE AND TAPIOCA.—This has been one of the most sensitive markets of them all during the war crisis. Last week we announced a rise in price of 50 cents per hundred and this week again quotations have to be revised to the same extent. This means an advance of a cent a pound all round in rice, tapioca and sago. Holland has prohibited the export of tapioca from their possessions in the East Indies and should Great Britain do the same this market will go skyward.

Rice—		
Rangoon, per lb.	0 04	0 05
Rangoon, fancy, per lb.	0 05	0 06
Patna, per lb.	0 06	0 07½
Japan, per lb.	0 06½	0 08
Java, per lb.	0 07	0 08
Carolina, per lb.	0 11	0 12½
Sago—		
Brown, per lb.	0 05	0 06½
White, per lb.	....	0 06
Tapioca—		
Bullet, double goat	....	0 10½
Medium pearl	0 05½	0 06½
Seed pearl	0 06	0 06½
Flake	....	0 10½

NUTS.—No information is coming through from the European nut districts and it does not look as if many will be imported from that continent this year. Should the war continue until after the harvest, walnuts and almonds will be a scarce article this Christmas. For old nuts prices are up two to three cents and for shelled almonds the trade will have to pay from four to six cents more. There are, of course, no prices being quoted importers on French nuts.

	Per lb.	
In shell—		
Almonds, Tarragona	0 18	0 18½
Brazils, medium, new	0 11	0 12
Brazils, large, washed, new	0 12	0 13
Chestnuts, peck	1 75	1 90
Filberts, Sicily, new	0 12	0 13
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 10½	0 11
Peanuts, fancy, roasted	0 09½	0 10
Pecans	0 17	0 18
Walnuts, Grenoble, new	0 18	0 19
Walnuts, Bordeaux	....	0 16
Walnuts, Marbots	....	0 17
Shelled—		
Almonds	....	0 50
Filberts	....	0 27
Peanuts	0 11	0 12
Pecans	0 56	0 60
Walnuts, new	0 45	0 46

BEANS.—This, too, has been an unfortunate time for beans. It is a between season when beans were pretty well sold up and the new crop will not be harvested for some time to come. It did not take long, therefore, for the advance to set and now beans to the trade are around $3 per bushel for Canadian primes and around $3.50 for hand-picked. Lima beans are up as well as dried peas.

Beans—	Per bushel.
Canadian primes	3 00
Canadian H. P.	3 50
Yellow eyes	3 25
Brown	3 25
Lime	0 09 — 0 10
Peas, blue, Canadian, per bush.	2 50 — 3 00
Peas, whole, white, per bush.	2 00 — 3 00

SPICES.—Before the war became general Canadian Grocer pointed out that cream of tartar would necessarily advance should France be drawn into the fray. In Toronto to-day it is up at least 40 cents per pound and no doubt holders could obtain almost any price they have a mind to ask. Celery seed has advanced to around 45 cents and all other spices have advanced as stated in last week's issue. Manufacturers are advancing Rio and Santos coffee and if the Government at Ottawa place a tax on coffee coming into the country for war revenue purposes all coffees will go upwards.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	....—0 12	0 14—0 15
Allspice, whole	....—....	0 13—0 16
Cinnamon, whole	....—....	0 21—0 26
Cinnamon, ground	0 18—0 19	0 21—0 26
Cinnamon, Batavia	....—....	0 26—0 36
Cloves, whole	....—....	0 28—0 33
Cloves, ground	0 21—0 26	0 31—0 33
Cream of tartar	0 19—0 27	....—....
Curry powder	....—....	....—0 27
Ginger, Cochin	0 14—0 17	0 20—0 23
Ginger, Jamaica, ground	0 17—0 20	0 24—0 27
Ginger, Jamaica, whole	....—....	0 24—0 27
Ginger, African, ground	....—....	....—0 18
Mace	....—....	0 80—1 05
Nutmegs, brown, 64s, 52c; 80s, 42c; 100s	....—....	....—0 37
Nutmegs, ground, bulk, 47c; 1 lb. tins	....—....	....—0 57
Pastry spice	....—....	....—0 27
Peppers, black, ground	0 12—0 16	0 19—0 22
Peppers, black, whole	....—....	0 20—0 22
Peppers, white, ground	0 17—0 25	0 29—0 32
Peppers, white, whole	....—....	0 28—0 30
Pickling spice	....—....	....—0 17
Turmeric	....—....	0 20—0 28

CANNED GOODS.

The advance of 2½ cents announced by the canners has been followed generally throughout the trade which applies throughout the line of peas, corn, tomatoes, etc. Canned salmon is very strong, advances of 20c a dozen being reported in some quarters. French canned goods are on the upward tendency and further increases in prices of $2 the case —a total of 4c a tin—are reported by some of the wholesalers. Canned meats are in such a position that some jobbers have withdrawn quotations altogether. There is no information yet as to how new goods may come in but under the circumstances the situation will undoubtedly be very strong.

MANITOBA MARKETS.

Winnipeg, Aug. 10.—War affected market about August 1, and has been gradually bringing chaos, until now all big staple lines are withdrawn, and manufacturers and big importers withhold quotations, and refuse to sell at any price until conditions are better known. This applies to many Canadian manufactured goods as well as foreign. There has been a large advance in canned meats, with a rumored advance to come in pork and beans. There is a tendency on the part of retailer and consumer to stock up heavily, which tendency is being discouraged by wholesalers, and in turn by manufacturer. If all sales were taken that are being offered, the volume would be practically doubled.

If the war keeps on, and special steps are not taken to establish and maintain trade routes, little or no goods will be secured from Europe during the coming season. The present high rate of exchange makes the importation of many lines prohibitory, and has brought the cost of goods about 30 per cent. above normal.

SUGAR.—Market went up 10 cents following declaration of war, 50 cents again on Tuesday, and is still going up, due to scarcity of raw material. Eastern manufacturers or some of them are said to have retired from market. Jobbers can see nothing but further advance ahead. Raw sugar advanced 1¼c during the week in New York, and some New York refineries advanced 1¼c on refined. Corn syrup is up 20 cents case, and Canadian corn starch ½c lb.; all other starches ¼c, and when new prices quoted, will undoubtedly be higher. Molasses and maple syrup are not affected.

	Per cwt. in sacks.
Sugar, Eastern—	
Extra standard granulated	5 50
Extra ground or icing	6 00
Powdered	5 80
Lumps, hard	6 45
Montreal, yellow	5 10
Sugar, B.C.—	
Extra standard granulated	5 50
Yellow sugar	4 85
Bar sugar	5 65
Icing sugar	5 85
Powdered sugar	5 65
B. P. lumps	6 35
Sugar packed in barrels, 5c per cwt. more.	
Sugar, Western Ontario—	
Sacks, per 100 lbs.	6 40
Barrels, per cwt.	5 35
Halves, 50 lbs., per cwt.	5 40
Bales, 20 lbs., per cwt.	5 45
Powdered, barrels	5 70
Powdered, 50s	5 05
Powdered, 25s	6 35
Icing, barrels	6 00
Icing, 50s	6 25
Icing, 25s	6 40
Icing, pails	6 30
Cut loaf, barrels	6 10
Cut loaf, 50s	6 25
Cut loaf, 25s	6 60

B. C. Cane Syrups—		
2-lb. tins, 2 doz. to case, per case		2 85
5-lb. tins, 1 doz. to case, per case		3 20
10-lb. tins, ½ doz. to case, per case		3 00
20-lb. tins, 3 tins to case, per case		2 95
(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)		
Molasses—	Per gal.	
Barbadoes		0 49
New Orleans		0 31
Maple Syrups—	Per case.	
Imperial quarts, case, 2 doz.		5 40
Imperial ½ gals., 1 doz.		5 55
New, pure, ½ gal., case		9 00
New, pure, ½ gal., quarts, case 2 doz.		9 70
New, pure, quart bottles, case 2 doz.		9 75

DRIED FRUITS. — No California fruits affected yet to any extent by war, but if it continues they will be advanced, as it will be impossible to secure European goods on this market. Spot currants have been advanced from 1 to 2 cents, and little chance of getting new currants from Greece until new trade routes are established. Dates may be expected to advance early. Smyrna, Sultana raisins and extra selected Valencias will be advanced. At present jobbers see no chance of getting fruit from Mediterranean this year, and even if things do settle up, for the next few weeks deliveries will be erratic, late, and prices high.

Apples, evaporated, new, 25s	0 13	0 13½
Apricots, choice, 25's		0 15¾
Apricots, choice, 10's		0 16¾
Apricots, standard, 25's		0 14
Currants—		
Dry clean		0 08¾
Washed		0 09¼
1 lb. package		0 09
2 lb. package		0 16
Vostizzas, 1 lb.		0 11
Dates—		
Hallowi, loose, per lb.		0 05½
Hallowi, 1 lb. pkgs.		0 07
Fard dates, 12-lb. boxes		1 00
Peaches—		
Standard, 25-lb. boxes		0 06¾
Choice, 25-lb. boxes		0 07½
Choice, 10-lb. boxes		0 08½
Extra choice, 25-lb. boxes		0 08¾
Prunes, in 25-lb. boxes—		
90 to 100		0 07¾
80 to 90		0 08¼
70 to 80		0 10¾
60 to 70		0 11¾
50 to 60		0 12¼
40 to 50		0 13¼
Raisins, Valencias—		
Extra select Valencias, 28's, box		2 15
Raisins, Sultanas—		
California		0 09¾
Smyrnas	0 08	0 12½
Raisins, Muscatels—		
3 crown, loose, 50's		0 08¾
3 crown, loose, 25's		0 09
Choice seeded, 1lb.		0 09⅝
Extra fancy seeded, 1lb.		0 10
Raisins, Australians—		
Levias, 56-lb. boxes		0 08¼

TEAS AND COFFEES.—No difficulty experienced in buying tea in the East, but if the present rate of exchange maintains, tea is bound to advance 3 to 4 cents, depending on rate. Retailers are buying steadily, only one or two having shown signs of excitement by buying heavily. Brokers declare no cause for alarm. There is no market on coffee. There will be no transaction in Rios until August 16. Santos No. 4 being held in New York at 3c above last prices quoted. Advances are looked for next week.

BEANS.—Three-pound pickers are up to $2.20, and in the Ontario market price is up about 50c bushel. Manitoba markets only advanced a small part of that amount, but will doubtless go higher. Barley and peas are up in Ontario 10c per bag, but no advance in Manitoba peas yet.

Beans—		
Austrian, hand picked		2 40
3 lb. picker		2 20
Cal. Lima, per lb.		0 06¾
Barley		
Pot, per sack, 98 lbs.		3 15
Pearl, per sack 98 lbs.		4 65
Peas—		
Split peas, sack, 98 lbs.	3 30	3 40
Whole peas, bushel		2 00

SASKATCHEWAN CROP AND MARKET SITUATION.

Regina, Sask., Aug. 12.—(Special,)—The excessively hot spell experienced throughout Saskatchewan during the greater part of the month of July has ceased, and has been followed by a week of comparatively cool and welcome weather. The danger was that wheat was ripening too fast, but now with the advent of cool weather, this difficulty has been largely overcome.

With declaration of war, local market has shown a steady advance in certain staple commodities, largely imported from Europe. Sugar has shown the most notable advance, having climber 30 cents from Monday, August 3, to Thursday, August 6.

Following the upward trend of the wheat market, the price of flour was increased 15 cents by local wholesalers on Thursday, August 6, making the second advance within a week. Lemons have climbed from $8.50 per case to $10; and beans have also shown a strong upward tendency. Other commodities having been advanced are coffees, currents and rice.

Sugar has caused more concern on the local market than any other commodity, as a result of the abnormal strength of the New York market, where it advanced more than a dollar since the first of the month.

Produce and Provisions—		
Butter, creamery per lb.	0 26	0 27
Butter, dairy, No. 1, 18c; No. 2		0 14
Cheese, per lb.	0 15¾	0 15⅞
Eggs, fresh, per doz.		0 15
Lard, 3's, per case		7 30
Lard, 5's, per case		7 25
Lard, 10's, per case		7 20
Lard, 20's, each		2 35
General—		
Beans, Ontario, per bushel		2 75
Coffee, whole roasted, Rio		0 17
Evap. apples, 50's		0 12½
Potatoes, new, per bushel		1 75
Rolled oats, 20's		0 68
" " bail		2 36
Flour, 98's, $3.20; rolled oats, 80's		2 10
Rice, per cwt.		4 00
Sugar, standard, gran., per cwt		5 57
Sugar, yellow, per cwt.		5 17
Canned Goods—		
Apples, gals., case, $1.61-$1.91, doz.		3 80
Corn, standard, per 2 dozen		2 21
Peas, standard, per 2 dozen	2 00	2 05
Plums, Lombard	2 10	2 21
Peaches		2 91
Strawberries and raspberries		4 20
Tomatoes, standard per dozen		2 65
Salmon, Sockeye, 4 doz. talls, case, 1s		9 50
Red springs, 1s		6 70
Cohoes, 1's, $6; humpbacks, 1's		4 25
Fruits—		
Lemons		10 00
Oranges	4 00	4 75

NEW BRUNSWICK MARKETS.

St. John, Aug. 13.—Markets are unsteady, because of the war, and are subject to almost daily change. A shortage in flour exists locally, some dealers having heavy orders given cannot be filled. Millers are now declining to give quotations. All markets have stiffened with wide jumps in different staples. Most notable advances are in sugar, barreled pork and beef, with markets especially firm. Cereals are higher. New vegetables are cheaper, and potatoes are down to $1 bushel for new stock. No old ones are on market. Eggs have advanced, and butter is firmer.

WHY CANADA SHOULD BE CONFIDENT.

The Financial Post of Canada will have the following reassuring editorial in its issue of August 15:—

In view of the events taking place in Europe, which will constitute an epoch of perhaps unprecedented importance in history, we appeal strongly to all Canadian business men and to all who hold securities or investments of any kind to meet the present situation with calmness and confidence. Our first duty, at any cost, is to aid in Greater Britain's sustenance and defence, and our next duty, not less important, is to keep the business of the Dominion moving as near normally as possible.

Let it be remembered that while we must lay aside something to pay our share of the cost of the war, we have at our backs storehouses of natural wealth scarcely yet realized. As the calamities of Europe place a higher value on our wheat and other exportable crops, so will the same calamities—the taint of militarism and conscription—make the peaceful land of Canada more attractive to some of the best people of Europe whose hopes and lands, generation after generation, have been despoiled or devastated by war. At the present instant Canada stands practically immune from the physical menace of war; our fields are giving their wealth to the harvester, while many of our other sources of wealth are yielding their bounty in greater proportions than ever. Wealth production is proceeding and the opportunities for still greater production are not, other than temporarily, diminishing. This continent, including Canada, will profit largely and speedily by the changes in the world's currents of trade during the war. Many of our factories will have their production much stimulated by the international necessities of war conditions and Canada will continue to get at least its share of available British capital, diminished though this will no doubt be for a time. Under the circumstances, therefore, the one great essential to keep business moving is confidence, and Canadians, probably of all nations of the world, have least excuse to offer for any lack of it.

"In the unprecedented and critical situation that exists," says Sir George Paish, "it is of the greatest importance that everyone should endeavor to act as if great events were not impending. Were confidence seriously disturbed business would come practically to an end, and our ability to face the difficulties that may be in front of us would be seriously impared. Therefore, it is of vital importance that, as far as possible, the events that are now taking place should not interfere with the daily life and the daily work of the nation. Orders should be given, factories should be run, and everything should be arranged to maintain, as far as possible, the productive power and the income of the country.

"But for this to be accomplished the situation must be faced with courage and confidence on the part of everyone. Investors must continue to invest, bankers must continue to lend, the Stock Exchanges must continue to deal, and everyone according to his ability must endeavor to work hard in order that individual incomes, and therefore the income of the whole nation, may be maintained at the highest possible level.

"A little over a century ago, when the nation was at war with Napoleon, its income was a very small one, being less than one-eighth of what it is at present. In a comparatively short space of time the British people succeeded in raising about £1,000,000,000 of money for war purposes, and so great was their confidence and courage that at the end of the great war, which severely taxed their resources, they were stronger and wealthier than they had been at the beginning."

Canada's natural wealth is yet barely touched. From any temporary lull in our progress from whatever cause, we can, therefore, recover ourselves more quickly than did the Motherland after her world-struggle of a century ago, if our people are of the same heart and industry. Lack of courage on the part of Canada, with consequent stagnation of our machinery of production, would do serious hurt to both Canada and Britain. Such unfortunate outcome we do not at all anticipate.

FLOUR and CEREALS

Rolled Oats, Oatmeal and Flour All Up Since Last Week

Keen Demand Due to War Scare the Principal Cause—Rolled Oats Advance Again About 30 Cents Per Bag — Flour Higher by 50 Cents Barrel—All Bulk Cereals Held at High Figures.

MONTREAL.

FLOUR.—A second increase in flour prices of 40c the barrel on the part of the millers created conditions in the trade which were little short of a panic, and it is a matter of speculation as to the advisability of as heavy buying as has taken place; but this, of course, relates to the attitude of the general public to a large extent, for it was the demand on the part of the consumer that decided the course of majority of the grocers. Millers say increases which have been made are fully warranted by the advances which have taken place in the price of wheat, but it should be remembered that until transportation facilities are afforded with Great Britain there cannot be any great volume of exportation. The air has been somewhat cleared so far as the milling trade is concerned by the course of the Dominion Government in taking a million bags for export, as this overcomes the difficulty which has arisen in connection with exchange, and also puts it up to Great Britain to guard the Atlantic route. It is significant, however, that the price is $2.80 a bag, which should prove a big factor in keeping down the cost of food articles in England. In the rush for buying which the millers encountered in this country price schedules were not always adhered to, and we hear of cases where higher quotations were made in the hope of discouraging buying. The outlook in the flour business is very uncertain, and much depends upon a course of events which cannot be foretold.

Manitoba Wheat Flour—	Per bbl.
First patents	6 30
Second patents	5 80
Strong bakers'	5 60

Flour in cotton sacks, 10 cents per barrel more.

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	5 95	6 29
90 per cent.	5 60	5 80
Straight roller	5 40	5 60
Blended flour	5 45	5 95

CEREALS.—So far as some quotations from the wholesalers to the trade are concerned, there is no longer any bearing of the price of the supply men and what the grocer may be called on to pay. In the table which follows the price of the grinders to the jobbers is given on the one hand, and in contrast the prices which some of the wholesalers are putting to the trade. There are no definite prices for the trade to work on; it is a question of getting supplies at the lowest possible price.

	Per 96-lb. sack	
Cornmeal—		
Kiln dried	2 40	4 00
Softer grades	2 10	2 60
Rolled Oats—	90's in jute	
Small lots	2 85	4 00
25 bags or more	2 75	3 90

Rolled oats in cotton sacks, 5 cents more.

Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.

Rolled Wheat—	100-lb. bbls.	
Small lots	....	3 20
Hominy, per 98-lb. sack	2 70	4 00

MILL FEEDS.—So unsettled are conditions pertaining to grain markets and milling industry in general, that it is practically impossible to foretell what the developments may be. On the one hand, there is the prospect that with the Government order for a million bags of flour, which would represent about 200,000 bags of mill feeds, the situation will at once ease off, because the prospects are that there will be no mill feeds wanted in the export trade for the immediate present. On the other hand, the rapid advance in the price of wheat to its present high level would on the face of it warrant much higher prices than are now in force, and if it were possible to export, quotations would undoubtedly go higher. As it is, there is a disposition on the part of the mills to hold what feeds they have, and agents do not appear anxious to get orders.

Mill Feeds—	Car lots, per ton	
Bran	....	23 00
Shorts	....	26 00
Middlings	....	29 00
Wheat moulee	....	29 00
Feed flour	....	31 00
Mixed chop, ton	....	31 00
Crushed oats, ton	....	31 00
Barley, pot, 98 lbs.	2 75	3 00
Oat chop, ton	....	31 00
Barley chop, ton	....	31 00

TORONTO.

FLOUR.—Manitoba wheat flour is still on the up-grade, the advance from a week ago being in the neighborhood of 50 cents per barrel. Best grade of this flour is now selling to the trade in small quantities in the city at around $6.50 per barrel, and in case deliveries are to be made outside the city the price is 10 cents higher. Second patents and strong bakers are relatively higher, the advance last issue being 50 cents. There is apparently little winter wheat flour being offered so that no definite prices can be quoted. Millers say that the gift of the Canadian Government of 1,000,000 bags should have little effect on the market, as it will not mean so much for three or four large mills. However, should the ocean routes to the Old Country by any chance be kept closed, there would be an easing off in this market.

Manitoba Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
First patent	6 50	6 40
Second patent	6 00	5 90
Strong bakers	5 80	5 70

Flour in cotton sacks, 10c per bbl. more.

Winter Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
Fancy patents	5 50	5 30
90 per cent.	5 10	4 90
Straight roller	5 00	4 80
Blended flour	5 35	4 95

CEREALS.—As explained last week, the cereal market suddenly took on activity with the outbreak of European hostilities. The first advance was in the neighborhood of 20 cents per bag, as announced last week, but since that time advances of 50 cents have been made, making a total of about ¾ of a cent a pound. Oatmeal has gone up similarly, and practically all other cereals have advanced

Barley, pearl, 98 lbs.	....	5 00
Buckwheat grits, 98 lbs.	5 50	6 00
Corn flour, 98 lbs.	2 50	3 00
Cornmeal, yellow, 98 lbs.	2 50	2 65
Graham flour, 98 lbs.	....	4 00
Hominy, granulated, 98 lbs.	....	3 00
Hominy, pearl, 98 lbs.	....	3 00
Oatmeal, standard, 98 lbs.	....	3 30
Oatmeal, granulated, 98 lbs.	....	3 30
Peas, Canadian, boiling, bush.	....	2 75
Peas, split, 98 lbs.	....	4 50
Rolled oats, 90-lb. bags	3 15	3 25
Rolled wheat, 100-lb. bbl.	3 40	3 55
Rye flour, 98 lbs.	....	3 60
Wheatlets, 98 lbs.	....	4 00
Whole wheat flour, 98 lbs.	....	4 00

MILL FEEDS.—There appears to be no immediate chance for mill feeds to decline, even in the face of the advance in flour. Oats are dear in view of the war, which has put up the price of chop feed, and all feeds are firm.

Mill Feeds—	Mixed cars, per ton	
Bran	23 00	25 00
Shorts	25 00	27 00
Middlings	27 00	28 00
Wheat moulee	28 00	30 00
Feed flour, per bag	1 55	1 60

WINNIPEG

FLOUR AND CEREALS.—Milling companies not anxious to give prices, owing to uncertainty existing following outbreak of war. Prices to-day are: First patents, $6.10; seconds, $5.50; strong bakers', $4.80; rolled oats bringing $2 and oatmeal $2.40. Total advance to date in flour is 80c barrel. Retailers buying freely on basis of a full advance. Consumer evidently buying in larger quantities than usual. Feeling is that prices will be up again next week. Much depends on action taken by Canadian Government following action of British Government in taking over mills. Shipments to Europe are interfered with.

Feed prices not affected much, but are firm, with indications of advance. Bran is quoted $20 ton, and shorts $22.

Manitoba Wheat Flour—	Per bbl.	
First patents	....	6 10
Second patents	....	5 50
Strong bakers'	....	4 80
Cereals—		
Rolled oats, per 80 lbs.	....	2 00
Oatmeal, fine, standard and gran'd, 98 lbs	....	7 40

FRUIT & VEGETABLES

Lemon Market Advances Sharply; Market Will Soon Be Cleared

Supply on North American Continent in Small Compass and No New Fruit Will Arrive From Italy Before November—Present Shipments Tied Up—Tomatoes More Plentiful—Canadian Plums and Peaches Arrive.

MONTREAL.

GREEN FRUITS.—In fruit market sensation of the week is the rapid advance in lemons as result of the war news and the prospects that supplies from the Mediterranean will be held up for some time. Prices thus far have almost doubled since a week ago. The range is now put at $7 to $8 the case, and the latter figure seems to be the more general; no doubt these priees may go higher with a continuance of hostilities and a strong demand for the limited stocks. There does not appear to be any reason why there should be any important advance in other supplies of fruit. Pine apples have been practically wound up and are not being quoted generally. New Canadian apples are now in the market and the reports indieate that there is going to be a big crop. Raspberries being just about wound up; some eherries are still eoming from Ontario and the price is a little higher. Canadian peaches have been offered but they have been of secondary quality as yet; with the crop failure in the Niagara belt as the result of frosts only small shipments are looked for and priees will undoubtedly be high.

Apples—		
Dutchess	2 75	4 00
No. 1 Winesaps, box	....	3 00
California, basket	1 75	2 00
Bananas, crate	2 00	2 50
Grapefruit, 54-64-80-96 size, case	5 00	6 00
Grapes, Cal., box	2 75	3 00
Cocoanuts—		
100 to 150 size	....	4 25
Lemons, Messinas—		
Extra fancy, 300 size	....	8 00
Fancy, 300 size	....	7 50
Choice, 300 size, bags	....	7 25
Limes, small boxes	....	1 25
Oranges—		
California, late Valencia, 176-200-216-250	....	4 00
California, 126-150 size, box	....	3.75
California, 80 and 96 size, box	....	3 50
Raspberries, per box	....	0 18
Blueberries, basket	....	1 40
California cantaloupes, per crate of about 45	4 50	5 50
Watermelons, each	0 50	0 60
Peaches, per box	1 50	1 75
Plums, per crate	1 75	2 50
Apricots, per crate	....	2 00
Cherries, California, box	....	3 00
Pears, Cal., box	3 25	3 75
Canadian cherries, per basket	0 90	1 00

VEGETABLES.—There are no shipments of vegetables being imported at the present time, and local grown supplies are sufficient for the market. Priees are moderate. There are better supplies of tomatoes eoming forward from Ontario now and prices were somewhat lower; Quebec tomatoes are also quoted. The effect of the war is only seen with regard to Spanish onions whieh are going up in priee materially on the prospects of shipments from Spain being held up. Red onions are now quoted at $4.50 for hundred pound bags and Spanish are up to $5.50 and selling strong. Montreal potatoes are now coming into the market freely with the result that importations have ceased and the priee has receded to $3 the barrel.

Asparagus, Canadian, basket	....	1 75
Beans, wax, basket, Canadian	....	0 75
Beans, green, basket, Canadian	....	0 75
Beans, native, bushel, 17-20 lbs.	1 50	1 75
New beets, doz.	....	0 75
Cabbage, per dozen	....	0 60
Cabbage, new, per bbl.	....	2 00
Carrots, new, doz.	0 40	0 50
Cauliflower, native, doz.	1 50	3 00
Cucumbers, dozen	....	0 50
Celery, bunch	1 00	1 25
Egg plant, per dozen	2 50	3 00
Lettuce, head, per doz.	....	0 50
Curly lettuce, per box, 3 to 4 doz.	....	0 50
Mushrooms, basket, 4 lbs.	....	2 50
Onions—		
Spanish, per case	....	5 50
New Egyptian, per lb.	0 05½	0 06
Native, per doz. bunches	0 30	0 40
Red, 100-lb. bags	....	4 50
Parsnips, new, per doz. bunches	....	3 00
Parsley, Canadian, per doz. bunches	0 50	0 60
Peas, native, bushel, 17-20 lbs.	1 00	1 25
Peppers, green, 3½ qt. basket	....	0 75
Potatoes—		
Montreal, new, bag	....	1 25
Montreal, new, barrel	....	3 00
Potatoes, new, sweet, Jersey, bpr.	....	2 50
Radishes, per doz. bunches	0 25	0 35
Rhubarb, dozen	0 15	0 25
Spinach, Montreal, in boxes	....	0 50
Sour grass, per box	1 00	1 25
Turnips, Quebec, bag	....	1 50
Turnips, Canadian, bag	....	1 00
Tomatoes, Mississippi (4-bkt. crate)	....	1 50
Tomatoes, Jersey, bushel crates	....	1 50
Tomatoes, Ontario, basket	0 75	1 00
Quebec, box	....	2 25

TORONTO.

GREEN FRUITS.—The oft disparaged lemon holds the spot light on the fruit stage this week. Lemons have advanced from 50 eents to a dollar a case sinee a week ago, and it may be only a question of time until they are as scarce as the eountries of Europe not engaged in the war. It is predieted they will go up here to $7 per case before they disappear from the market. The present supply of Italian lemons in all America is 96,000 boxes (outside of California) and 41,000 are being sold this week. Even if shipments were to start from Italy now there would not be sufficient to last until their arrival. The next erop will not be on the market until November. The whole lemon situation resolves itself into a question of supply and not so mueh one of price. Apart from the fact that there are Canadian peaches and plums on the market, there is little else of interest in this market.

Apples, Can., basket	0 20	0 45
Bananas, per bunch	1 50	2 00
Blueberries	1 50	1 75
Cantaloupes—		
Canadian, basket	0 35	0 50
Crates	....	3 50
Cherries	....	0 60
Cocoanuts, sack	....	3 75
Gooseberries, basket	0 50	0 60
Oranges—		
California, late Valencias	3 25	3 75
Lemons, Verdilla	5 50	6 00
Limes, per 100	....	1 25
Lawtonberries, per box	0 10	0 11
Plums, box, U.S.	2 00	2 50
Plums, Can., basket	0 50	0 60
Pears, California, box	2 75	3 00
Peaches, Can., white, large, basket	0 50	0 60
Peaches, ½ baskets, fancy	0 65	0 75
Peaches, Cal., crate	1 25	1 50
Raspberries, box	....	0 15
Red currants, basket	....	0 60
Watermelons	0 40	0 50

VEGETABLES.—Tomatoes arived in large quantities at the beginning of the week, and there was a eonsequent drop in prices. There appears to be a good crop of tomatoes in the country and if supplies come along as well as anticipated tomatoes will undoubtedly be considerably lower in a week or ten days. New potatoes show little decline from a week ago. This is one market that the war seems unable to reach and conditions are normal.

Beets, Canadian, new, doz. bunches	0 20	0 30
Beans, Canadian, basket	0 25	0 30
Cabbage, Canadian, crates	1 00	1 25
Carrots, Canadian, new, doz. bunches	0 25	0 30
Cauliflower, crate	....	1 50
Cucumbers, Canadian, basket	0 25	0 40
Celery, doz.	0 35	0 40
Corn, per doz.	0 12	0 15
Lettuce, doz.	0 15	0 30
Mushrooms, per lb.	0 60	0 75
Onions—		
Green, long, doz. bunches	0 20	0 30
Texas onions, 50-lb. crate	....	3 00
Spanish, big, crate	....	4 50
Green peppers, basket	0 50	0 60
Potatoes, new, Canadian, per bag	1 30	1 50
Parsley, basket	0 25	0 50
Rhubarb, per dozen	....	0 30
Spinach, Canadian, bush.	0 40	0 50
Tomatoes, Canadian, basket	0 50	0 60
Radishes, Can., per doz.	....	0 25
Watermelons	0 50	0 60

WINNIPEG.

GREEN FRUITS.—Washington apples being offered at $1.75. Grape fruit is worth $6.50 a case, and is very scarce. All cherries are off this market. Lemons have advaneed since war broke out, and will soon be practically unobtainable. California Valencia oranges are up slightly, and raspberries are off the market. Little new fruit coming in, and the demand is normal.

Apples—		
Washington	....	1 75
Bananas, lb.	....	0 04½
Grapefruit, 54-64-80 size, case	....	6 50
Lemons—		
California	....	8 00
Messina	....	7 00
Melons, per dozen	....	7 00
Oranges—		
California Valencias	....	4 00
Peaches, fresh, Cal.	....	1 40
Plums, fresh, Cal.	....	2 00

VEGETABLES.—Mostly home-grown fruit is now being handled here by gardeners. Prices are reported reasonable. California onions are down to $.350, and new potatoes down to $1.35.

Green pepper, crate	....	5 00
Head lettuce, Minnesota, hampers	....	3 50
Head lettuce, Cal., crate	....	4 50
Leaf lettuce, doz.	....	0 25
Onions—		
Cal., 100-lb. sacks	....	3 50
Parsley, per doz. bunches	....	0 40
New potatoes, per bush.	....	1 35
Tomatoes, Ont., case	....	1 25

PRODUCE & PROVISIONS

Bacons, Hams, Pork, Lard and Butter All Advance This Week

Hog Prices Move Upwards—War Scare Partly Responsible — Higher Prices Likely Should Shipping to Old Country Be Resumed—New Cheese Also Higher.

MONTREAL.

PROVISIONS.—Situation in provision market is very firm with the outlook for the future very unsettled. The developments will depend largely upon the possibilities of making shipments across the Atlantic, and with anything like a resumption of traffic and a demand from England higher prices may be expected. An increase of a cent a pound for hams; one dollar a barrel for barreled pork and an advance of one cent a pound throughout the range of pure lard are noted, while compound lard has been marked up half a cent. Lard has been quoted at very low figures for some months and it did not take very extensive influenees to affect the market.

Hams—	Per lb.	
Medium, per lb.	0 19	0 20
Large, per lb.	0 18½	0 19
Backs—		
Plain, bone in	....	0 22
Light, per lb.	....	0 19
Boneless	....	0 25
Peameal	....	0 26
Bacon—		
Breakfast, per lb.	0 18	0 19
Roll	....	0 17
Shoulders, bone in	....	0 15
Shoulders, boneless	....	0 16¼
Cooked Meats—		
Hams, boiled, per lb.	....	0 27
Hams, roast, per lb.	0 26	0 27
Shoulders, boiled	....	0 26
Shoulders, roasted	....	0 27
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	....	0 15½
Long clear bacon, 80-100 lbs.	....	0 14½
Flanks, bone in, not smoked	....	0 15½
Barrelled Pork—	Per bbl.	
Heavy short cut mess	....	28 50
Heavy short cut clear	....	28 50
Clear fat pork	....	28 00
Clear pork	....	27 50
Lard, Pure—	Per lb.	
Tierces, 50 lbs. net	....	0 13½
Tubs, 50 lbs., net	....	0 14¼
Boxes, 56 lbs., net	....	0 13¾
Pails, wood, 20 lbs., gross	....	0 14
Pails, tin, 20 lbs., gross	....	0 13½
Cases, 10-lb. tins, 60 in case	....	0 14¼
Cases, 3 and 5-lb. tins, 60 in case	....	0 14½
Bricks, 1 lb., each	....	0 14¾
Lard, Compound—		
Tierces, 375 lbs., net	....	0 10¾
Tubs, 50 lbs., net	....	0 11
Boxes, 50 lbs. net	....	0 11
Pails, wood, 20 lbs., net	....	0 11¼
Pails, tin, 20 lbs., gross	....	0 11¼
Cases, 10-lb. tins, 60 in case	....	0 12
Cases, 3 and 5-lb. tins, 60 in case	....	0 12
Bricks, 1 lb. each	....	0 13
Hogs—	Per cwt.	
Dressed, abattoir killed	12 75	13 00

BUTTER.—The situation is firm and advances of three to four cents have been made during the week. This is hard to reconcile with the fact that there is no change of export business which would probably develop had it not been for the war outbreak. However, the fact remains that we are now on the fall make and receipts show a falling off from last season while at the same time there is beginning to be a much stronger demand from the Western coast and there are prospects that consignments from New Zealand may be seriously interfered with.

Butter—		
Finest creamery, new milk	0 29	0 30
Dairy butter	0 21	0 23

EGGS.—The top of the market continues to advanee here and a cent higher is being paid for strictly fresh stoek. The inerease is result of stronger demand for strictly fresh eggs with the continuance of hot weather, and difficulty in securing dependable supplies.

Eggs, case lots—	Per dozen.
New laids	0 30
Selects	0 27
No. 1s	0 24
Splits	0 20 0 22

CHEESE.—The cheese market, with export business cut off, is naturally quiet; prices remain the same but in the larger markets the figures are merely nominal for there is nothing being done. With the resumption of transportation facilities betwen Canada and England it may be expected that the situation will firm up but in the meantime business with the exporters is dead.

Cheese—		
New make	0 14¼	0 15
Old specials, per lb.	0 16	0 17
Stilton	..	0 17

POULTRY. — There is not much change in the poultry market and a fair business continues. Broilers are somewhat higher and milk fed ducks are off a cent a pound.

POULTRY.

Fresh stock—	Live.	Dressed.
Broilers, per lb.	0 21—0 23	0 23—0 25
Ducks, milk fed	0 14—0 15	0 17—0 18
Fowl	0 15—0 17	0 16—0 18
Geese		0 15—0 16
Turkeys, spring		—0 23
Turkeys, old Tom		—0 23
Milk fed chickens, lb.		0 20—0 23
Milk fed broilers, lb.		0 25—0 28

HONEY.—Honey market continues without feature, with little business being done.

Honey—	White Clover per lb.	Buckwheat per lb.
Barrels	0 11½	0 08
Tins, 60 lbs.	0 12	0 09
Tins, 30 lbs.	0 12½	0 10
Tins, 5 and 10 lbs.	0 12½	0 10
Comb, 13-14 oz. section	0 20	0 15—0 16

TORONTO.

PROVISIONS.—Practically all provisions have taken an advance since a week ago following the upward trend of hogs. Live, fed and watered hogs are quoted at from $10.25 to $10.40 per hundredweight, and this has resulted in the inevitable. Hams went up abont a cent a pound; backs are up a cent; bacon from a half to a cent; barreled pork advanced a couple of dollars and pure lard went up a ½ cent. It cannot altogether be said that the war has been the cause of this as no shipments are as yet being made to the Old Country. Nevertheless, it appears that the situation abroad has something to do with the extra demand, although there is at the present time an evident scarcity of hogs.

Hams—		
Light, per lb.	0 19	0 20
Medium, per lb.	0 19	0 20
Large, per lb.	0 17	0 17½
Backs—		
Backs, per lb.	0 23	0 24
Boneless, per lb.	....	0 25
Pea meal, per lb.	0 24	0 25
Bacon—		
Breakfast, per lb.	0 19½	0 20
Roll, per lb.	0 15	0 15½
Shoulders, per lb.	0 14	0 14¾
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 14½	0 14¾
Cooked Meats—		
Hams, boiled, per lb.	0 27	0 28
Hams, roast, per lb.	0 27	0 28
Shoulders, boiled, per lb.	0 23	0 24
Shoulders, roast, per lb.	0 23	0 24
Barrelled Pork—		
Heavy mess pork, per bbl.	26 00	28 00
Short cut, per bbl.	30 00	32 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 12	0 12¾
Tubs, 60 lbs.	0 12¾	0 12½
Pails, 20 lbs., per lb.	0 12¾	0 13
Tins, 3 and 5 lbs., per lb.	0 13	0 13½
Bricks, 1 lb., per lb.	0 13¾	0 14½
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09¾	0 10¼
Tubs, 50 lbs., per lb.	0 10	0 10½
Pails, 20 lbs., per lb.	0 10¼	0 11
Hogs—		
F.O.B., live, per cwt., off car	9 00	9 25
Live, fed and watered, per cwt.	10 25	10 40
Dressed, per cwt.	14 00	14 50

BUTTER.—This market has taken another sharp advance, wholesale provision dealers quoting from two to three cents higher. The war may be having some effect on butter but the causes are generally considered at present time to be local. Pasture has not been good and although the rains of Sunday and Monday have helped to overcome this, yet they will have no immediate effeet on the market. The additional moisture, however, will mean a later pack.

Butter—		
Creamery prints, fresh made	0 28	0 30
Separator prints	0 24	0 26
Dairy prints, choice	0 23	0 25
Dairy, solids	0 20	0 22

EGGS.—The general publie are to be congratulated on the fact that since the outbreak of war they have made little or no scramble for eggs. Probably they have been wise enough to understand that the egg packer can look after the keeping of them better than they, and if so they deserve double congratulations for their foresight. At any rate the price of eggs remains constant in the face of rises on all sides. The war seems as yet to have had no effect.

Eggs, case lots—	Per dozen.	
Strictly new laid, in cartons	0 28	0 29
Selects	0 26	0 27
Straights	0 24	0 25
Trade eggs	0 20	0 21

CHEESE.—New cheese has been abiding its time for a considerable period, but at last has taken a tendency to advanee here. Wholesalers quote new cheese

this week at a ¼ cent rise. Montreal shippers have been withdrawing their buyers from various cheese boards at the request of the banks. The latter pointed out that as no cheese could be sent out of the country, it would only have to be held in Montreal storage and as the banks would have to finance the purchases they figured on relieving the strain as far as possible. Factories are, therefore, holding their cheese in storage in many cases.

Cheese—		
Old, large	0 16½	0 17
Old, twins	0 16¼	0 16½
New, large	0 14	0 14½
New, twins	0 14½	0 14¾

HONEY.—Apparently no attention is being given to honey by the wholesale dealers. The holdover was large and this has given the market a dull tinge.

Honey—		
Clover, bbls., per lb.	0 09¼	0 09½
60 30-lb. tins, per lb.	9 09¾	0 10¼
10 6-lb. tins, per lb.	0 10½	0 11
Buckwbeat, bbls.	0 06½	0 07
Buckwheat, tins	0 07	0 07½
Comb	1 75	2 00

POULTRY.—Ducks are lower by a couple of cents a pound and not quite so many. Chickens are coming along.

Fresh Stock—	Live.	Dressed.
Fowl	0 13	0 14
Spring chicken, lb.	0 18	0 25
Turkeys, young	0 15	0 18
Turkeys, old Tom	0 13	0 15
Ducklings	0 11	0 13

WINNIPEG.

PROVISIONS.—Market firms up considerably during week, and look for advance, due to dropping off of receipts of live product. Shoulders are up to 15c. Lard is firming.

Cured Meats—		
Hams, per lb.	....	0 21
Shoulders, per lb.	....	0 15
Bacon, per lb.	....	0 26
Long clear, D.S., per lb.	....	0 14
Mess pork, bbl.	....	28 00
Lard—		
Tierces	....	0 19½
Tubs, 60s	....	5 37
Pails, 20s	....	2 22
Cases, 5s	....	6 82
Cases, 3s	....	6 90

BUTTER.—Market much firmer. Supply dropped off a little, and excessive hot weather reflects on quality. Advance is not unlikely.

Butter—		
Creamery, Manitoba	....	0 27
Dairy	0 19	0 24
Cooking	0 12	0 16

CHEESE.—Firm at same quotations. Expect big demand will raise price.

Cheese—		
New, large	0 16	0 16
New, twins	0 16½	0 16

EGGS.—Fair delivery, but hot weather brought forward considerable quantity of inferior stock. Will be steady dropping off in receipts from now on, and gradual increase in price.

Eggs, extra first	....	0 18
Checks	....	0 12
Extra, in cartons	....	0 24

FISH AND OYSTERS

MONTREAL.—The war situation is already having its effect in this market where there is a general advance this week in imported fish, such as Holland and Scotch herrings and all kinds of tinned herrings. In a word all supplies that are supposed to be drawn from foreign markets have gone up in price. The stocks that are supplied from our own waters are in abundance and no increase in prices is expected at least for the moment. All species this week are in fairly good supply, even the lake fish which up to now had been a little scarce are making a better showing. The reports so far are that cod and herrings are fairly plentiful and no shortage is expected. It is reported that the catch of halibut and salmon on the Gaspe coast has been quite above the average and lower prices than last year for this season are looked for. So far no contracts have been placed; a few firms have made quotations but without any results. The trade is getting ready for the oyster business in bulk and shell; this generally commences at the end of the present month. Lobster fishing is practically closed in most districts of this country. From the open places very good supplies are being received and prices are comparatively reasonable. Smoked and prepared fish are quiet and until cooler weather no big orders are expected.

FRESH FISH.

	Montreal	Toronto
Halibut, fancy, express, per lb.	0 11	0 10
Haddock, fancy, express, lb.	0 05	0 06
Steak cod, fancy, express, lb.	0 07	0 07
Market cod, per lb.	0 05	....
Flounders, fancy, express, lb.	0 07	0 08
Gaspe salmon, per lb.	0 17	0 17
Chilled salmon	0 15	....
Buck shad, fancy, express, each	0 30	....
Roe shad, fancy, express, each	0 60	0 80
Dressed bullheads, per lb.	0 12	....
Brook trout, per lb.	0 30	....
Whitefish, per lb.	0 13	0 12
Lake trout, per lb.	0 13	0 10
Bluefish, per lb.	0 13	0 12
Herrings, per 100 count	1 50	1 75
Herring	....	0 07
Dore, per lb.	0 14	0 12
Mackerel, per lb.	0 11	....
Striped bass, per lb.	0 15	0 15
Pike, per lb.	0 08	0 08
Perch, per lb.	0 05	0 07
Sea bass, lb.	0 10	0 12
Carp	0 08	....
Eels	0 08	0 08

SMOKED FISH.

	Montreal.	Toronto.
Haddies, per lb.	0 08	0 08
Haddies, 15-lb. and 30-lb. boxes, lb.	.07½-.08	.08-.09
Haddies, fillets, per lb.	.11	.11
Haddies, Niobe, bon'eless, per lb.	.10	.10
St. John bloaters, 100 in box	1.20	1.20
Yarmouth bloaters, 60 in box	1.20	1.20
Smoked herrings, medium, box	.16	.15
Smoked boneless herrings, 10-lb. box	1.20	1.15
Kippered herrings, selected, 60 in box	1.00	1.25
Kippered herrings ordinary, 60 in box	1.10	1.20
Smoked salmon, per lb.	.25	.23
Ciscoe herrings, basket of 15 lbs.	1.75	1.80
Smoked eels	.12	.10
Smoked halibut	...	.20

FROZEN FISH—SEA FISH.

	Montreal.	Toronto.
Salmon—Gaspe, large, per lb.	....	.12
Salmon, red—steel heads, per lb.	.12-.13	.12-.13
Salmon, red—sockeyes, per lb.	.10-.11	.11
Salmon, red—Cohoes or silvers, lb.	.10	.11
Salmon, pale qualla, dressed, per lb.	.07-.07½	.08½
Salmon, pale qualla, dressed, per lb.	.07-.07½	.06½-.09
Halibut, white western, large and medium, per lb.	.07½-.08	.09
Halibut, eastern chicken and medium, per lb.	.10-.11	...
Mackerel, bloater, per lb.	.07 .08	.09
Haddock, medium and large, lb.	.05½ .06	.07-.08
Market codfish, per lb.	.06-.05½	.07-.08
Steak codfish, per lb.	.06½-.07	.09
Canadian soles, per lb.	.08	...
Blue fish, per lb.	.16-.17	.15

FROZEN—LAKE AND RIVER.

White fish, large, per lb.	.10-.11	.10-.11
White fish, small fullibees, per lb.	.06½-.07	.06½
Lake trout, large and medium, lb.	.11-.12	.12
Dore, dressed or round, lb.	.09-.10	.09-.1[illegible]
Pike, dressed and headless, lb.	.06½-.07	.06
Pike, round, per lb.	.06-.06½	.07-.08

PICKLED FISH.

Salmon, Labrador, tierces 300 lb.	21 00	....
Salmon, Labrador, bbls., 200 lbs.	15 00	....
Salmon, Labrador, half bbls., 100 lbs.	8 00	....
Salmon, B.C., bbls.	15 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lb.	12 00	....
Sea trout, Labrador, bbls., 200 lb.	11 50	....
Sea trout, Labrador, half bbls., 200 lb.	6 50	....
Mackerel, N.S., bbls. 200 lb.	12 00	....
Mackerel, N.S., half bbls., 100 lb.	7 00	....
Mackerel, N.S., pails, 20 lb.	1 75	....
Herrings, Labrador, bbls.	6 00	....
Herrings, Labrador, half bbls.	3 50	....
Herrings, Nova Scotia, bbls.	6 00	....
Herrings, Nova Scotia, half bbls.	3 25	....
Lake trout, half bbls.	..	8 00
Quebec sardines, bbls.	5 00	....
Quebec sardines, half bbls.	2 75	....
Tongues and sounds, per lb.	0 10	....
Scotch herrings, imported, half bbls.	8 00	....
Holland herrings, imported milkers, hf bbls	5 00	....
Holland herrings, imported milkers, kegs	0 75	....
Holland herrings, mixed, half bbls.	6 00	....
Holland herrings, mixed, kegs	0 65	0 65
Lochfyne herrings, kegs	1 25	....

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb	7 50	7 50
Dried bake, medium and large, 100 lb.	7 00	....
Dried pollock, medium and large, 100 lb.	7 00	....
Dressed or skinless codfish, 100-lb. case.	7 00	7 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs per lb.	0 07½	0 08
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 30-lb. boxes	0 10	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, ½-lb. each, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standards, solid meats, gal.	1 80	....
Standards, ordinary, gal.	1 50	...
Selects, per gal.	2 00	....
Best clams, imp. gallon	1 50	....
Best scollops, imp. gallon	2 00	....
Best prawns, imp. gallon	2 00	....
Best shrimps, imp. gallon	2 25	....
Sealed best standards, quart cans, each	0 35	....
Sealed best select, quart cans, each	0 45	....

OYSTERS, CLAMS, MUSSELS AND SHELL FISH CRUSTACEANS, ETC.

Cape Cod shell oysters, per bbl.	12 00	....
Malpeque, shell oysters, selected J.A.P., per bbl.	10 00	....
Malpeque, shell oysters, C.C.I., bbl.	12 00	....
Clams, per bbl.	6 00	....
Mussels, per bbl.	6 00	....
Live lobsters, medium and large, lb.	0 23	0 10
Boiled lobsters, medium and large, lb.	0 16	....
Soft shelled crabs, doz	....	0 80
Winkles, bush.	....	3 75
Little Necks, per 100	....	1 25

SELLS BANANAS BY THE HAND.

In regard to the handling of bananas, a Quebec, P.Q., dealer says: "We purchase only one or two bunches at a time and generally a green or half-green one so that they will not ripen too rapidly. As soon as they are ready for sale we push them strongly at 25 and 20 cents per dozen. When, too, a customer asks for a dozen we ask her to come closer to the bunch and suggest that it would be better to take a whole hand. Generally a hand contains a dozen and a half or two dozen, so that we often make a sale of a half or a dozen extra by pointing out to the customer that bananas keep better and look better by the hand.

We stock oranges only in small quantities and do not allow them to be spoiled by the heat. We purchase only good stock.

THE CIGAR CORNER.

(Continued from page 38.)

cigars have been liberated by the bond official and that the duty has been paid.

The bond house in the cigar plant is a large humidor just as is the warehouse for the finished product as pointed out in one of the previous articles. While there they receive the required amount of moisture, and are always in a mature condition when required for shipment.

From the above it will be seen that irrespective of the quality of the leaf or the quality of the cigar, the duty is the same. Manufacturers therefore prefer making good cigars to poor ones because the operating expenses plus the duty are practically the same in both cases. The bulk of the duty is of course paid on the raw material.

No Boost In Our Prices

Fortunately we have a big supply of flour on hand and are glad to announce that for some time at least we can supply

Hirondelle
(Swallow)
L'Etoile
(Star)

brands of Macaroni, Vermicelli, Spaghetti at the regular prices.

For deliciousness and quality they are unsurpassed by any imported.

Order early from your wholesaler.

C. H. Catelli, Limited
Montreal

AGENTS

Tees & Persse, Limited, Winnipeg
C. C. Mann, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

COOK'S FRIEND BAKING POWDER.

In Cartons—	
No. 1 (25c size), 4 doz.	$ 2 25
No. 1 (25c size), 2 doz.	2 25
No. 2 (10c size), 6 doz.	0 80
No. 2 (10c size), 3 doz.	0 80
No. 3 (5c size), 4 doz.	0 45
In Tin Boxes—	
No. 13, 1-lb., 2 doz.	3 00
No. 14, 8-oz., 3 doz.	1 75
No. 15, 4-oz., 4 doz.	1 10
No. 16, 2½ lbs.	7 25
No. 17, 5 lbs.	14 00

ROYAL BAKING POWDER.

Sizes	Per doz.
Royal—Dime	$ 0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—when packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5c tin, 40c per doz.; 4-oz. tin, 65c per doz.; 6-oz. tin, 90c per doz.; 8-oz. tin, $1.20 per doz.; 12-oz. tin, $1.60 per doz.; 16-oz. tin, $2.25 per doz.; 3-lb. tin, $5 per doz.; 5-lb. tin, $9.50 per doz.

FOREST CITY BAKING POWDER.

6-oz. tins	$ 0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$ 0 17
In 10-lb. lots or case	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

100 books and over, each	0 03½
500 books to 1,000 books.	0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, $3.00.
The King's Food, 2 doz. in case, per case, $4.80.
White Swan Barley Crisps, per doz., $1.
White Swan Self-rising Buckwheat Flour, per doz, $1.
White Swan Self-rising Pancake Flour, per doz., $1.
White Swan Wheat Kernels, per doz., $1.50.
White Swan Flaked Rice, $1.
White Swan Flaked Peas, per doz., $1.

DOMINION CANNERS.

Aylmer Jams.	Per doz.
Strawberry, 1912 pack	$2 15
Raspberry, red heavy syrup	2 15
Black Currant	2 00
Red Currant	1 85
Peach, white, heavy syrup	1 50
Pear, Bart., heavy syrup	1 77½

Jellies.

Red Currant	2 00
Black Currant	2 20
Crabapple	1 65
Raspberry and red currant	2 00
Raspberry and gooseberry	2 00
Plum jam	1 55
Green Gage plum, stoneless	1 55
Gooseberry	1 85
Grape	1 55

Marmalade.

Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	2 00
Ginger	2 20

Pure Preserves—Bulk.

	5 lbs.	7 lbs
Strawberry	0 69	0 95
Black currant	0 69	0 95
Raspberry	0 69	0 95

14's and 30's per lb.

Freigbt alowed up to 25c per 100 lbs.

Strawberry	0 69	0 95
Black currant		0 13
Raspberry		0 13

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb	0 35
Soluble, bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Get in while the market is readjusting itself

This is your opportunity to break in on the vast Western market. We are right on the ground with seven large warehouses and a large staff of efficient salesmen ready to place your goods before the buyer in a way that will produce certain results.

We have an intimate knowledge of the commercial conditions, and we will give you conscientious, thorough, and satisfactory service. We handle goods on a commission basis, and are open for any line not competing with those we already carry.

Write us for terms and particulars.

NICHOLSON & BAIN

Wholesale Commission Agents and Brokers

HEAD OFFICE, WINNIPEG, MAN.

Branches:

LETHBRIDGE, REGINA, SASKATOON
EDMONTON, CALGARY, VANCOUVER

A tip on the side, Mr. Grocer

Did it ever occur to you that you can make more money selling Malcolm's lines of Condensed Milk and Condensed Coffee than any other line on the market? Malcolm's lines of Milk and Coffee are making new and satisfied customers every day. For quality and deliciousness they are unsurpassed. Our Condensed Coffee, with milk and sugar added ready for use, is a seller from the start. No other brand can equal it for flavor.

PRICES:

St. George Brand Coffee, 2 doz. in case	**$4.80**
St. George Evaporated Milk, 4 doz. in case	**3.60**
Banner Condensed Milk, 4 doz. in case	**5.25**
Princess Condensed Milk, 4 doz. in case	**4.50**
Premier Machine Skimmed, 4 doz. in case	**3.80**

Order them from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax. We will prepay freight up to 50c. per 100 lbs.

Malcolm's Condensing Co.

St. George, Ontario

Canadian National Exhibition

PEACE YEAR

America's Greatest Livestock Show
Acres of Manufactures
Exhibits by the Provinces
Exhibits by Dominion Government
Exhibits by West Indies

Grenadier Guards Band

Dragoons' Musical Ride
Auto-Polo Matches
Circus and Hippodrome
Dozen Shows in Single Hour
Boy Scouts' Review
Canada's Biggest Dog Show

Babylon

Greatest Oriental Spectacle ever presented on Continent.

Paintings from England, Scotland, United States and Canada
Educational Exhibits
Goods in Process of Making
Athletic Sports
Aero-Hydroplane Flights
Great Water Carnival

Creatore's Famous Band

Score of other Bands
Dozen Band Concerts Daily
Chesapeake and Shannon
Biggest Midway ever
Peace Year Fireworks

International Peace Tattoo

10 Bands **400 Musicians**

Aug. 29th 1914 Sept. 14th
TORONTO

Unsweetened Chocolate.

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb. boxes	0 20
Diamond, 6's and 7's, 6 and 12-lb. boxes.	0 25
Diamond, ¼'s, 6 and 12-lb. boxes	0 26
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½ lb. packages, 2 doz. in box, per doz.	0 90
Chocolate Confections	Per lb.
Maple buds, 5-lb. boxes	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 4 bars per box	0 85

EPP'S.

Agents—F. E. Robson & Co., Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ¼, ½, and 1-lb. tins, 14-lb. boxes, per lb.	0 35
10c tins, 3 doz. in box, doz.	0 90

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N. B.; J. A. Taylor, Montreal; P. Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Nut milk breakfast cocoa, ¼'s and ½'s	0 36
Nut milk, No. 1 chocolate.	0 30
Nut milk Navy chocolate, ½'s	0 26
Nut milk Vanilla sticks, per gr.	1 00
Nut milk Diamond chocolate, ½'s	0 24
Nut milk plain choice chocolate liquors	20 30
Nut milk sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1, chocolate, ¼ and ½-lb. cakes, 34c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins., 39c. lb.; German's sweet chocolate, ¼ and ¼-lb. cakes, 6-lb. boxes, 24c lb.; Caracas sweet chocolate, ½ and ¼-lb. cakes, 6-lb. boxes, 32c lb.; Cinquieme sweet chocolate, 1-5-lb. cakes, 6-lb. boxes, 21c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked cocoa, ½-lb. pkgs., 6-lb. bags, 31c lb. Caracas tablets, 5c cartons, 40 cartons to box, $1.25 per box; Caracas tablets, 5c cartons, 20 tons to box, 65c.

The above quotations are f. o.b. Montreal.

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved—	Per case.
Eagle Brand, each 4 doz.	$ 6 00
Reindeer Brand, each 4 doz.	6 00
Silver Cow Brand, each 4 doz.	5 40
Gold Seal Brand, each 4 doz.	5 25
Mayflower Brand, each 4 doz.	5 25
Purity Brand, each 4 doz.	5 25
Challenge Brand, each 4 doz.	4.50
Clover Brand, each 4 doz.	4 50
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each, 4 doz.	4 50
Peerless Brand, tall, each 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each 2 doz.	4 25
St. Charles Brand, gallons, each ½ doz.	4 75
"Reindeer" Coffee and Milk, "large," each 2 doz.	4 80
"Reindeer" Coffee and, Milk, "small," each 4 doz.	5 50
"Regal" Coffee and Milk, each 2 doz.	4 50
"Reindeer" Cocoa and Milk, each 2 doz.	4 80

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN BLEND.

1-lb. decorated tins, lb.	0 35
Mo-Ja, ½-lb. tins, lb.	0 32
Mo-Ja, 1-lb. tins, lb.	0 30
Mo-Ja, 2-lb. tins, lb.	0 30

Presentation (with tumblers) 28c per lb.

MINTO BROS.

MELAGAMA BLEND.

Ground or bean—	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 26

Packed in 30's and 50-lb. case.
Terms—Net 30 days prepaid.

FLAVORING EXTRACTS.

SHIRRIFF'S.

Quintessential.

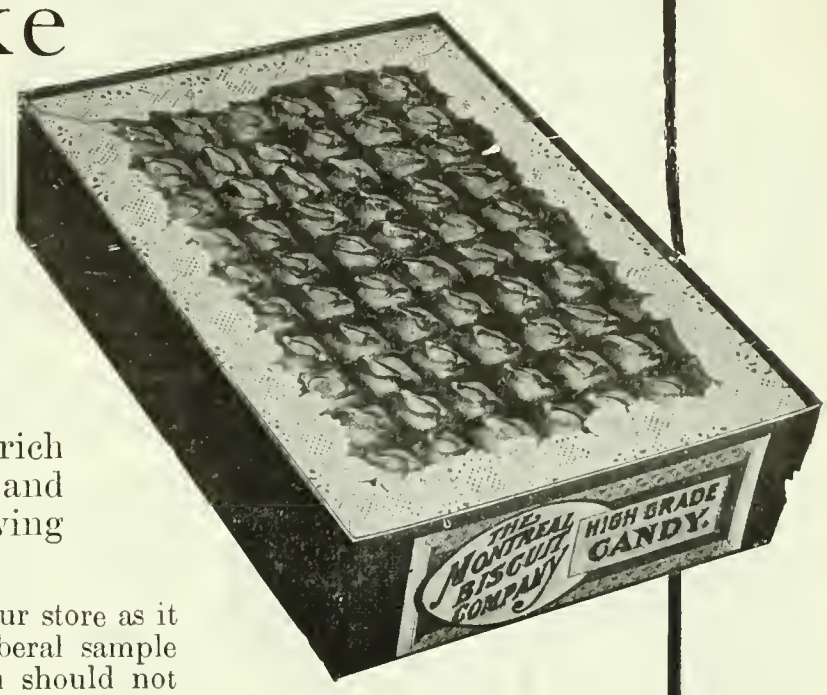
1 oz. (all flavors), doz.	1 05
2 oz. (all flavors), doz.	2 00
2½ oz. (all flavors), doz.	2 30
4 oz. (all flavors), doz.	3 50
5 oz. (all flavors), doz.	4 50
8 oz. (all flavors), doz.	6 50
16 oz. (all flavors), doz.	12 00
32 oz. (all flavors), doz.	22 00

Discount on application.

CRESCENT MFG. CO.

Mapeleine—	Per doz.
2-oz. bottles (retail at 50c)	4 50
4-oz. bottles (retail at 90c)	6 80
8-oz. bottle (retail at $1.50)	12 50
16-oz. bottles (retail at $3)	24.00
Gal. bottles (retail at $30)	15 00

The different flavor and 60% profit make "BORDO" Chocolates the leader



The distinctly different flavor (only one), rich and delicious, catches the popular fancy and 60 per cent. profit, and the steadily growing demand appeals to the grocer.

This leading confection should be the leader in your store as it is in thousands of others. Write to-day for a liberal sample and decide when you taste the taste whether you should not make "Bordo" your leader too.

THE MONTREAL BISCUIT COMPANY
THE ORIGINATORS **MONTREAL**

—makes the baking good

When the housewife uses **Forest City** Baking Powder the result is light, fine-grained, tasty baking.

To the dealer it means a satisfied customer and continued patronage.

Forest City has been a home favorite for over 25 years.

Stock and Display.

Gorman, Eckert & Company
LIMITED
London **Ontario**

Western Selling Agents
Mason & Hickey, Winnipeg

Cooked Hams

This is the Season for Cooked Meats. Are you cultivating this trade on your provision counter? You will find it both profitable and attractive. Let us send you particulars.

F. W. FEARMAN CO., Limited
Hamilton, Ont.

Don't Shoot at Random!

If you are desirous of adding the class trade to your store you cannot *guess* your stock to suit their demands. To fill the bill you must stock *Carr's Biscuits.* They are *known* for *quality,* and carry the best trade with them.

Packed for export in air-tight tins. Send an order to the nearest agent.

AGENTS:

Wm. H. Dunn Limited Montreal

Dunn-Hortop Limited Toronto

Hamblin & Brereton, Ltd. Winnipeg and Vancouver B.C.

T. A MacNab & Co St. John's, Newfoundland.

CARR & CO. CARLISLE ENGLAND

SUMMER FRUITS

Cantaloupes

Genuine Sweet Deckers

California Pears

Plums

Finest Georgia Peaches

In 6-Basket Crates

Watermelons New Potatoes

Lemons Oranges Limes

and a full assortment of local Fruits and Vegetables

Importers from All Parts of the World

WHITE & CO., Limited, Toronto

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Palls, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case..	0 11¼
Cases, 5 lbs., 12 to case ..	0 11½
Cases, 10 lbs., 6 to case ..	0 11

F. O. B. Montreal.

MARMALADE.

SHIRRIFF BRAND.
"SHREDDED."

1 lb. glass (2 doz. case)	$1 90	$1 80
2 lb. glass (1 doz. case)	3 20	3 30
4 lb. tin (1 doz. case) .	5 50	5 25
7 lb. tin (½ doz. case)	8 60	8 25

"IMPERIAL SCOTCH."

1 lb. glass (2 doz. case)	$1 60	$1 55
2lb. glass (1 doz. case)	2 80	2 70
4 lb. tin (1 doz. case)	4 80	4 65
7 lb. tin (½ doz. case)	7 75	7 50

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins.
D. S. F., ¼-lb.	$1 40
D. S. F., ½-lb.	2 50
D. S. F., 1-lb.	5 00
F. D., ¼-lb.	0 85
F. D., ½-lb.	1 45
	Per jar.
Durham, 4-lb. jar	0 75
Durham, 1-lb. jar	0 25

VERMICELLI AND MACARONI

C. H. CATELLI CO., LIMITED.

Hirondelle Brand.
Prices for Quebec.

	1 lb. pkgs.	Loose.
Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Animals, Stars, Alphabets, Small Paste Assorted, 30 lbs., cases....	7	6½
Egg noodles, case 10 lbs., loose; cases 60 pkgs., ½ lb. each	7½	7

Marguerite Brand.

Same assortment as above	6½	6

Catelli Brand.

Vermicelli, Macaroni, Spaghetti, 30 lbs. (loose)	5½
30 lb. cases, 1 lb. pkgs.	5½

Terms, Net 30 days.

Ontario.

L' ETOILE (STAR) BRAND.

Freight Prepaid.

1 lb. pkg., 25 cases or more	.07½
1 lb. pkg., less than 25 case lots	07½
5 lb. box, loose, per lb...	.05½
10 lb. box, loose, per lb. ..	.06½
21 lb., loose, long, per box	1.50

Terms net 30 days.

JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz 1 80

Straight.

Lemon, contains 2 doz. ...	1 80
Orange contains 2 doz.	1 80
Strawberry, contains 2 doz.	1 80
Chocolate, contains 2 doz. .	1 50
Cherry, contains 2 doz. ..	1 80
Peach, contains 2 doz. ...	1 80

Weight, 8 lbs. to case, Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz 2 50

Straight.

Chocolate contains 2 doz..	2 50
Vanilla contains 2 doz.	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz. ...	2 50
Unflavored contains 2 doz..	2 50

Weight 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.

3 dozen to box	3 60
6 dozen to box	7 20

30 days.

RICHARDS' PURE SOAP.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naphtha as a free premium.

Richards' Quick Naptha Soap.

GENUINE. Packed 100 bars to case.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$5 90
Five cases or more	4 95

STARCH.

THE CANADA STARCH CO., LTD., EDWARSBURG BRANDS and BRANTFORD BRANDS.

Boxes.	Cents.
Laundry Starches—	
40 lbs., Canada Laundry...	.06
40 lbs., Boxes Canada white gloss 1 lb. pkgs.	.06½
48 lbs., No. 1 white or blue, 4 lb. cartons	.07
48 lbs., No. 1 white or blue, 3 lb. cartons	.07
100 lbs., kegs, No. 1 white.	.06½
200 lbs., bbls., No. 1 white.	.06½
30 lbs., Edwarsburg silver gloss, 1 lb. chrome pkgs.	.07½
48 lbs. silver gloss, in 6-lb. tin canisters	.08
36 lbs., silver gloss 6-lb. draw lid boxes	.08
100 lbs., kegs, silver gloss, large crystals	.07
28 lbs., Benson's Satin, 1-lb. cartons, chrome label ...	.07½
40 lbs., Benson's Enamel (cold water), per case ..	3 00
20 lbs. Benson's Enamel (cold water), per case ..	1 50
Celluloid—boxes containing 45 cartons, per case	3 00

Culinary Starch.

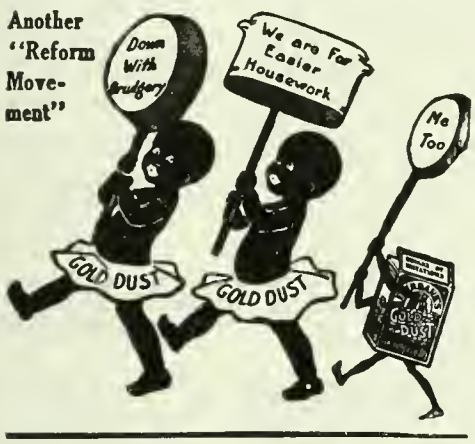
40 lbs. W. T. Benson & Co.'s prepared corn	.07½
40 lbs. Canada pure corn starch	.06
(120-lb. boxes ¼c higher.)	
Casco Potato Flour, 20-lb. boxes, per lb.	.10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.	.06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.....	.06½
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	.07
Barrels, 200 lbs.	.06½
Kegs, 100 lbs.	.06½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lbs.	.07½
8 in case	.07¾
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case ..	.08
Kegs, extra large crystals, 100 lbs.	.07
Canadian Electric Starch—	
Boxes containing 40 fancy pkgs., per case	3 00
Celluloid Starch—	
Boxes containing 45 cartons, per case	3 60
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.06
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.07½
"Crystal Malze" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	.07½
(20-lb. boxes ¼c higher than 40's.)	

THE NAME "FAIRBANK" MEANS SOAP SURETY



GOLD DUST

is a success everywhere. You can make it a success in your store if you push it. It pleases the customer because of its cleansing power. It pleases the dealer because of our extensive, expensive, persistent, insistent advertising, which reaches everywhere and stimulates demand.

GOLD DUST practically sells itself.

MADE BY

The N. K. Fairbank Co., Limited
MONTREAL

¶ The fact that the successful business man is an advertiser is usually incidental. He is an advertiser because he is wise and possessed of good, sound business sense and an analytical mind. At some time or other he came to the conclusion that advertising could be made one of the mightiest factors of his business organization, and having arrived at this conclusion, he just naturally went to it and advertised.

Keeping up summer sales

is a problem with dealers who do not stock standard pack goods. Why not keep up your summer sales by handling the high quality, satisfaction-giving Brunswick Brand Sea Foods? Fish is a very desirable summer food—so easily digested, and healthful.

Brunswick Brand

has set the standard in fish foods.

Fish freshly caught in the famous Passamaquoddy Bay are scientifically packed a few moments after leaving the water.

They are steady sellers and allow a good profit.

Look over this list and fill in your stock to-day:

¼ Oil Sardines.
⅜ Mustard Sardines.
Finnan Haddies (oval and round tins)
Kippered Herring
Herring in Tomato [Sauce
Clams
Scallops

Connors Bros., Limited

Black's Harbor, N.B.

THESE FISH ARE SUFFICIENTLY COOKED AND MAY BE EATEN COLD
BRUNSWICK BRAND
HERRINGS IN TOMATO SAUCE
Breakfast Delicacy
PREPARED BY
CONNORS BROS LTD
BLACK'S HARBOUR, N.B. CANADA.
Diploma awarded at St John Exhibition 1890
THEY SHOULD NOT BE LEFT IN THE TIN AFTER IT IS OPENED

THESE FISH ARE SUFFICIENTLY COOKED AND MAY BE EATEN COLD
BRUNSWICK BRAND
KIPPERED HERRINGS
Breakfast Delicacy
PREPARED BY
CONNORS BROS LTD
BLACK'S HARBOUR, N.B. CANADA.
Diploma awarded at St John Exhibition 1890
THEY SHOULD NOT BE LEFT IN THE TIN AFTER IT IS OPENED

OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack., 4 doz. per case, $4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, $3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, $3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case; $4; Ocean Borax, 8 oz. pack., 4 doz. per case, $1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, $3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, $3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, $6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, $6.50; Ocean Baking Powder, 4 oz. pack., 4 doz. per case, $3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, $1.60; Ocean Baking Powder, 5 lbs. tin, 10 tins per case, $7.50; Chinese Washing Powder, 8 oz., 120 pack, per case, $4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, $6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, $4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, $4; Ocean Liquid Blue, pint bottles, 2 doz. per case, $1.80; Petrolatum, 2 oz. jars, 12 doz. per case, $5.40; Petrolatum, 5 oz. jars, 6 doz. per case, $5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz. per case, $7.20.

SOUPS—CONCENTRATED

CHATEAU BRAND.

Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli, Consomme, Tomato.

No. 1's, 95c per dozen.
Individuals, 45c per dozen.
Packed 4 dozen in a case.

COW BRAND BAKING SODA.

In boxes only.
Packed as follows:

5c packages (96) $3 20
1 lb. packages (60) 3 20
½ lb. packages (120)..... 3 40
1 lb. 30 / ½ lb. 60 } Packages, Mixed. 3.30

SYRUP.

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case ... 2 50
5-lb. tins, 1 doz. in case ... 2 85
10-lb. tins, ½ doz. in case . 2 75
20-lb. tins, ¼ doz. in case .. 2 70
Barrels, 700 lbs. 3½
Half barrels, 350 lbs. 3¾
Quarter barrels, 175 lbs.... 4
Pails, 38½ lbs. 1 95
Pails, 25 lbs. each 1 35

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case... 2 85
5-lb. tins, 1 doz. in case .. 3 20
10-lb. tins, ½-doz. in case.. 3 10
20-lb. tins, ¼ doz. in case.. 3 05

(5, 10 and 20-lb. tins have wire handles.)

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case . 4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s, Tins, 2 doz. to case.

Quebec, per case $1 35
Ontario, per case 1 50
Manitoba, per case 2 30
Saskatchewan, per case ... 2 60
Alberta, per case 2 70
British Columbia, per case. 2 40

DOMOLCO BRAND.

2s, Tins, 2 doz. to case.

Quebec and Ontario, per case 2 95
Manitoba, per case 3 40
Saskatchewan, per case ... 3 65
Alberta, per case 3 75
British Columbia, per case. 3 55

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles 3 and 6 doz. cases, doz. 0 90
Pint bottles, 3 doz., cases, doz. 1 75

H. P.

Per doz.
H. P. Sauce—
Cases of 3 dozen 1 90
H. P. Pickles—
Cases of 2 doz. pints ... 3 25
Cases of 3 doz. ¼-pints. 2 20

STOVE POLISH.

JAMES DOME BLACK LEAD.

2a size, gross 2 50
6a size, gross 2 40

NUGGET POLISHES.

Doz.
Polish, Black and Tan 0 35
Metal Outfits, Black and Tan 3 65
Card Outfits, Black and Tan 3 25
Creams and White Cleanser 1 15

TOBACCO.

IMPERIAL TOBACCO COMPANY.

(Empire Branch)

Black Watch, 6s ½ butts, 9 lbs., boxes 5 lbs. 0 45
Bobs, 5s, ½ cads, 12 lbs., ¼ cads., 6 lbs. 0 39
Bobs, 10s, ½ butts, 12 lbs., ¼ cads., 6 lbs. 0 39
Currency, 5s, ½ butts, 9 lbs., boxes 6 lbs. 0 39
Currency Navy, 10s, ½ cads, 12 lbs., boxes 6 lbs. 0 39
Stag Bars, 5 1-3s, ½ butts, 12 lbs., boxes 6 lbs. 0 39
Old Fox, 10s, ½ butts, 12 lbs., boxes 6 lbs. 0 40
Pay Roll, thick, 7½s, ½ butts, 10 lbs., boxes 5½ lbs. 0 59
Pay Roll, thin, 7½s, ½ butts, 10 lbs., boxes 5 lbs. 0 59
Pay Roll, 7½s, ½ cads, 12 lbs., ¼ cads, boxes 6½ lbs. 0 59
Shamrock bars, 6 2-3s, ½ butts, 12 lbs., boxes 6 lbs. 0 50
Empire, 6s, cads 15 lbs., ¼ cads, boxes 6 lbs. 0 44
Empire, 12s, cads 15 lbs., ¼ cads, boxes 6 lbs. 0 44
Ivy, 7s, butts, 17 lbs., ½ butts, 8½ lbs. 0 50
Great West, 8s 0 59
Regal, 9s, ... 0 70
Starlight, 7s, ½ butts, 8½ lbs. 0 50

TEAS.

THE SALADA TEA CO.

East of Winnipeg.

	Wholesale.	R't'l.
Brown Label 1s and ½s	.25	.30
Green Label, 1s and ½s	.27	.35
Blue Label, 1s, ½s, ¼s, and ⅛s	.30	.40
Red Label, 1s and ½s .	.36	.50
Gold Label, ½s	.44	.60
Red-Gold Label, ½s ...	.55	.80

LUDELLA.

In 30, 60 and 80-lb. cases.

Black, Green or Mixed.

Blue Label ½s 0 21
Blue Label, 1s 0 20
Orange Label, 1s 0 23
Orange Label, ½s 0 24
Brown Label 1s and ½s .. 0 23
Brown Label, ¼s 0 30
Green Label 1s and ½s 0 35
Red Label, ½s 0 40

UPTON'S KETCHUP

is steadily making friends for itself.

A friend made is always retained—because it is absolutely the best value on the market.

Write us for prices or ask your jobber.

THE T. UPTON CO. Limited

Factory at Hamilton,

Sales Dept. at St. Catharines.

Everything in Fruit

and the

Best in Everything

Foreign and Domestic

Fresh supplies of the very finest quality arriving every day. You can't do a wiser thing than place your orders for fruit with

THE HOUSE OF QUALITY

HUGH WALKER & SON

Established 1861

GUELPH and NORTH BAY

MOTT'S "Elite" Chocolate

is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—**MOTT'S.**

Retails at 10 Cents per Cake.

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

Hot Weather Special

on

Brooms

only while they last.

4 String,	No. 100,	$3.00	line at		$2.40
4 "	" 200,	$3.20	"		$2.60
4 "	" 300,	$3.60	"		$3.00

Regular goods.

Walter Woods & Co.
Hamilton

Paterson's Worcestershire

a delicious complement

to any fish, fowl or steak. Any kind of meat is made more delicious and has that appetizing tang so much desired by the English country gentleman at his hunting dinners and which is growing in great favor in Canada.

STOCK PATERSON'S FOR GOOD BUSINESS

Rowat & Co.
Glasgow, Scotland

CANADIAN DISTRIBUTORS
Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba, and the Northwest; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

ORANGE MARMALADE.

BANNER BRAND.

	Shipping Price Doz.	Weight Lbs.
12-oz. Glass Jars, 2 doz. to case	$1.00	33
Special Tumbler, 2 doz. to case	0.95	30¼
2-lb. Gold Lacquered Tins, 2 doz. to case	2.10	49
	Pail.	Lbs.
5-lb. Gold Lacquered Tins, 8 tins to case	0.42½	41
7-lb. Gold Lacquered Tins, 8 tins to case	0.59½	56

Freight prepaid up to 25c per 100 lbs. on five case lots and over.

MELAGAMA TEA.

MINTO BROS., LIMITED.
45 Front St. East.
We pack in 60 and 100-lb. cases.
All delivered prices.

	Wholesale	Retail
Brown Label, 1-lb. or ½	.25	.30
Red Label, 1-lb. or ½	.27	.35
Green Label, 1s, ½ or ¼	.30	.40
Blue Label, 1s, ½ or ¼	.35	.50
Yellow Label, 1s, ½ or ¼	.40	.60
Purple Label, ¼ only	.55	.80
Gold Label, ¼ only	.70	1.00

JELLY POWDERS.

WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. ..... $ 0.90
List Price.
"Shirriff's" (all flavors), per doz. 0 90
Discounts on application.

YEAST.

White Swan Yeast Cakes, per case 3 doz. 5c pkgs.. 1 15

One pint of delicious Jelly for only 5c.

That's what your customers get from every package of **Bee Brand Jelly Powder.** A big seller everywhere. Extensive consumer advertising is creating demand. A trial will convince. **Bee Brand** stands comparison with 10c lines. Ask your wholesaler. Responsible agents will hear of a good proposition.

FORBES & NADEAU, Montreal, Que.

Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Company
LIMITED
NIAGARA FALLS, ONTARIO

For Big and Little Appetites.

Jell-O fits all kinds of appetites. Children love it, and grown-ups have adopted it as the representative American dessert.

Probably there is nothing else that is good to eat that furnishes so many good reasons for being popular.

JELL-O

is made in seven delicious flavors, it is inexpensive, and can be prepared for the table in a minute by anybody.

THE GENESEE PURE FOOD CO.,
Bridgeburg, Can.

The name JELL-O is on every package in big red letters. If it isn't there, it isn't JELL-O.

Ain't this great weather for

"St. Nicholas"

"The utmost in Lemons"

J. J. McCabe
AGENT
TORONTO, ONT.

Early Vegetables

Tomtoes, Celery, Lettuce, Radishes, Etc.

Fresh shipments arriving daily. Our prices are exceptional—let us quote. Prompt shipment assured.

Write, phone or wire.

LEMON BROS.

Owen Sound, Ontario

The Money Market

General Business Conditions, Real Estate, Bond and Stock Developments

are discussed every week in

THE FINANCIAL POST OF CANADA

The service of The Post's Investor's Information Bureau is free to subscribers.

Write for Sample Copy. Published Saturdays. $3.00 per annum.

THE FINANCIAL POST OF CANADA
"The Canadian Newspaper for Investors"
TORONTO, CANADA

Buyers' Guide

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

You Want This

Taylor's Prepared Mustard

IN JARS

Over 100 years of success. A great deal different and a great deal better. Royalty has used it.

Agents Wanted

H. P. Taylor, 14 Place Royale, Montreal

Raw Materials and Equipment

Some of the largest bakers in America are placing the buying of their materials and equipment in our hands. They know that they get better value through us.

The Biscuit & Cracker Mfrs. Co.

105 Hudson St. New York City

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal

WRITE TO

10 Garfield Chambers, Belfast, Ireland, for Sample Copy of the

Irish Grocer, Drug, Provision and General Trades' Journal

If you are interested in Irish trade.

GRATTAN & CO., LIMITED
ESTD. 1825

The Original Makers of

BELFAST GINGER ALE

Agents in Western Canada

EMERSON, BAMFORD CO.

842 Camble Street VANCOUVER, B.C.

COMBINE BARRAL

Preparation for preserving freshness of eggs. A very simple process for preserving eggs from one laying season to another without losing any of their qualities.

REFERENCE AND CIRCULAR FREE.

Octavier Rolland, P.O. Box 2363, Montreal

HOLLAND RUSK

The many ways in which it can be served make it a quick seller —a fast repeater. Keep it where your customers can see it, and watch the sales grow.

HOLLAND RUSK COMPANY
HOLLAND, MICH.

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper

---

THE "WANT AD."

The "want ad." has grown from a little used force in business life into one of the great necessities of the present day.

Business men nowadays turn to the "want ad." as a matter of course for a hundred small services.

The "want ad." gets work for workers and workers for work.

It gets clerks for employers and finds employers for clerks. It brings together buyer and seller, and enables them to do business though they may be thousands of miles apart.

The "want ad." is the great force in the small affairs and incidents of daily life.

One of the most successful retailers of late years says: "When a firm advertises in trade papers it is getting into good company. As I pick up one of a dozen of these periodicals here in my office, and glance through it, I find that the best people, the successful firms, are represented in such a way as to reflect their importance in the trade."

20th Century Retailing DEMANDS the use of

ALLISON COUPON BOOKS

You can't get away from credit business without driving away trade. And if you don't use **Allison Coupon Books** you are bound to lose some money on credit accounts. Allison Coupon Books make credit business "good as gold."

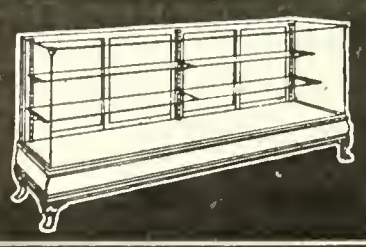
HERE'S HOW THEY WORK:

When a man wants credit give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No passbooks, no charging, no time wasted, no errors, no disputes.

For Sale Everywhere by Jobbers.

ALLISON COUPON COMPANY
Indianapolis, Indiana, U.S.A.

Before placing YOUR ORDER for **SHOW CASES, STORE FRONTS ETC.**



Write us for full particulars and estimates

KENT, SON & CO.
261 King St. West
TORONTO

This Page Is The Clearing House for Grocers' Wants

WHAT HAVE YOU TO SELL?

This page will find a market for that Coffee Mill you are not using quicker than any other medium, BECAUSE it goes into the hands and is read from cover to cover by practically every progressive Grocer between the Atlantic and the Pacific.

Try it out.

Talk across Canada for two cents a word

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word for first insertion, 1c for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

COLLECTIONS

COLLECTIONS.—ACCOUNTS AND CLAIMS of every nature collected everywhere. Send for free booklet C and forms. Commercial Collection Co., 77 Victoria St., Toronto, Ont.

MISCELLANEOUS

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 134, Stair Building, Toronto.

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

FIRE INSURANCE. INSURE IN THE Hartford. Agencies everywhere in Canada.

THE NATIONAL CASH REGISTER COMpany guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto. Arthur. Ont.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

ACCURATE COST-KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination — employees' time register and cost keeper. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

WANTED

WANTED—A RELIABLE, AMBITIOUS MAN in every town, to look after the circulation of magazines. Work very remunerative. MacLean Publishing Company, 143-151 University Ave., Toronto, Ont. t.f.

ENERGETIC SALESMAN, AGE ABOUT 40, wanted. Must have grocery connection between Montreal and Quebec. White Swan Spices & Cereals, Pearl St., Toronto, Ont. tf

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

FOR SALE

FOR SALE—ONE COFFEE MILL, MEAT slicer, Stimpson computing scale, cheese cutter, all in first-class condition. A snap. Apply Box 389, North Battleford, Sask.

GENERAL STORE AND MEAT MARKET—phone central, in connection. On Calgary and McLeod branch C.P.R. Stock $5,500.00, turnover $1,500.00 per month. Living rooms above store. Reply to Box 57, Canadian Grocer Toronto.

FOR SALE — 240 AND 1200 PLATFORM scales, cheese cutter, coffee mill, oval front six-feet show case for candies. Box 56, Canadian Grocer, Toronto.

FOR SALE—AN ADVERTISEMENT UNDER this heading would be seen by practically every progressive grocer in the Dominion. This means that it will be read by the very man who is in need of such a coffee mill, cash register, cheese cutter, showcase, etc., that may be standing idle in your store, and which could be turned into money by an outlay of just two cents a word. See our rates above and send your ad. along to-day.

BUSINESS CHANCES

OPENING FOR GENERAL STORE AT Hubert, B.C., new town on main line Grand Trunk Pacific transcontinental railroad. Hubert is the trade center of the fertile Bulkley Valley, also supply point for great mining district. Train service has started, station and side tracts built, post office established, and Government bridge over Bulkley River, connecting highways, completed. Trade is waiting for right man to establish general store. For detailed information write R. L. Gale, Deputy Mining Recorder, Hubert, B.C.

FOR SALE—ONE OF BEST RETAIL GROcery businesses in West. Turnover $160,000.00 per year. Stock $6,500.00, and all fresh. Fixtures and working stock $3,500.00. Turn stock every two weeks. $5,000 cash will handle. Address replies to G. B. M., Box 1073, Calgary. (814)

FOR SALE—THE STOCK AND FIXTURES of the largest and best equipped grocery and butcher business combined, on the best business corner in the progressive town of North Bay, Ont. Population about 14,000. This store did a cash business last year of over $90,000.00. Long lease. Good reasons for selling. Apply to Box 85, North Bay, Ont.

Want Ads.

If you want a buyer for your business, or have a situation to fill or want a situation, send us a Condensed Advertisement. There is someone who is looking for a proposition such as yours. For two cents a word you can speak across the continent with a condensed advertisement in "Canadian Grocer."

Try it out.

Let the Customer Have Her Own Way

Don't offer a substitute for Shirriff's True Vanilla. There is none. She has a good reason for saying "Shirriff's" when she wants good vanilla extract. Don't disappoint her—sell her

Shirriff's True Vanilla

—fifty per cent. stronger than the Government standard. It is made from the finest Mexican Vanilla beans. By our special process full strength and the exquisite bouquet are retained.

If you are not handling Shirriff's, write us. We will arrange to have you supplied.

Imperial Extract Co.

Steiner and Matilda Streets

Toronto

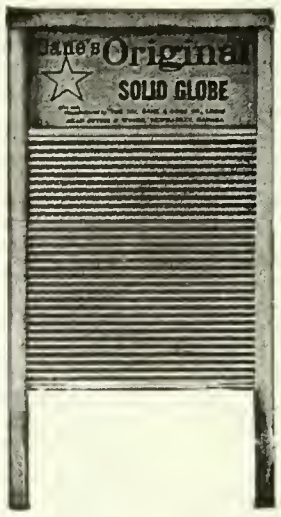
From Clothes-Pins Up

You will find the "Cane" Woodenware perfect in finish and construction.

The years of service and the satisfaction that our lines have given, prove that they are absolutely reliable. Our washboards are made in 12 different styles, they meet every requirement and will prove a profitable line for you to stock.

Write for catalog on Cane's Washday Woodenware, very convenient for reference.

Your wholesaler can supply you.



The Wm. Cane & Sons Co.

LIMITED

NEWMARKET

ONTARIO

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From
the waters of
Norway

the home of the finest sardines in the world—come the

KING OSCAR BRAND SARDINES

Customers everywhere appreciate the superior quality and deliciousness of these carefully packed little fish. They are carefully selected as to size, and only purest olive oil is used in the packing.
Place your order now for the new pack, as the season's demand may exceed the supply.

Get quotations from your Wholesaler

CANADIAN AGENTS
J. W. BICKLE & GREENING
(J. A. Henderson)
HAMILTON - ONTARIO

ADS AND SALES

A Study of Advertising and Selling from the standpoint of the New Principles of Scientific Management.

By Herbert N. Casson.

An Invaluable Book for the Manufacturers, Sales Managers, Salesmen, Etc.

This is the first book which has attempted to apply the principles of Scientific Management to the Problems of Sales and Advertising.

Cloth-bound, Limited Edition, 167 pages.

Sent Postpaid on Receipt of $2 to any Address.

Technical Book Department

MacLean Publishing Co.
143-149 University Avenue, Toronto

Our Seal TUCKETT'S SMOKING Tobacco

Six years packed into one little Package *of* "Our Seal"

Six years with their days, weeks and months of trying experiments with various leaves—six years with their search for grades of tobacco that would blend together in one harmonious, fragrant, soothing smoke. And here they are in "Our Seal"—a delightful, satisfying blend that pleases the most discriminating tobacco user — a blend of real tobacco goodness.

Your department should give it prominence. Get "Our Seal" from your wholesaler.

Tuckett, Limited, Hamilton, Ontario

A 22 CARAT-INVESTMENT

SILVO is the improved polish, ideal for cleaning the most delicate silver. Ordinary polish necessitates heavy rubbing, this in time wears down the plate. SILVO is quite different from all other polishes on the market because:—Friction is reduced to a minimum—the Plate is preserved and a brilliant shine is obtained with less work. And the SILVO shine lasts.

SILVO

is the Gem of Polishes in every home and a 22 carat investment in every store, showing a good profit on every tin sold.
Write for trial sample and prices and prove its polishing advantages.

RECKITTS' (Oversea) Ltd.,
122, Wellington Street West, TORONTO.

Cowan's Perfection COCOA

We Introduce It
You Display It
It Sells Itself

The accompanying advertisement illustrates how we introduce Canada's leading beverage to the people. This and other Cowan advertisements go into every Canadian home and pave the way for a big Cocoa business for you

The Cowan Co., Limited
Toronto, Canada

IN THIS EMERGENCY

We trust that our retail friends will appreciate the position forced upon us by the initial disturbance consequent upon war developments abroad, and will bear patiently with us should our service not seem up to its usual level of efficiency. It is unfortunate at this juncture that the demand for

FIVE ROSES FLOUR

and other LAKE OF THE WOODS products is now so far ahead of the visible supply, that we wish to reassure the trade that we consider this a merely temporary circumstance and after the first excitement has subsided we will, even in the face of prolonged campaigns in Europe, find ourselves within the next few weeks again in a position to handle all demands made upon us.

We are firmly of the opinion that the Canadian wheat harvest, after providing for all home requirements, will yet yield a generous surplus to feed the fighting forces of the Empire.

Meantime we are putting forth every effort to supply all legitimate demands and to extend to all fair treatment.

LAKE OF THE WOODS MILLING CO., LIMITED.

Montreal, August 7th, 1914.

FEATURING PRICE CHANGES CAUSED BY THE WAR

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVIII PUBLICATION OFFICE: TORONTO, AUGUST 21, 1914 No. 34

PATHFINDER

CORONA *PERFECTO* *PANETELA*

HARPER-PRESNAIL CIGAR CO. LTD.
PATHFINDER CIGAR THAT HAS A DISTINCT APPEAL TO THOSE WHO CHOOSE THE FINER THINGS OF LIFE
HAMILTON ONTARIO.

IRENE

THE CIGAR WITH A TONE

ELK

Harper-Presnail Cigar Co., Ltd.

HAMILTON

Western Distributors:—MASON & HICKEY, Winnipeg

Put up in

5c.

Bars

'I've tasted some toffees
in my time, but this Sharp's Kreemy Toffee is just the "toffiest" toffee I've ever tasted. It's a regular joy-chunk. It's got the real creamy flavour that makes you want more—and more—and then more of it. You take my tip and get some yourself, and you'll agree with me that Sharp's Kreemy Toffee——
"The Toothsome Toffee."
——is the finest you ever tasted."
Sold Everywhere.
Sharp's
Kreemy Toffee
Kreemy Works, Maidstone.

Put up in

10c.

Bars

Pay your rent with "Kreemy"

Everybody will chew it when they get the taste

Here are a few logical reasons why you should introduce and push this famous English Toffee: Its delicious, rich, creamy flavor grows and creates an increasing demand, not with children alone, but with the older people. When business is dull and money tight the more Kreemy Toffee will be used, for a ten cent bar will be bought where a sale of a box of chocolates would be lost.

Sharp's Kreemy Toffee

Push "Kreemy" Toffee as you would any other good, wholesome, profitable food. Our agents are well supplied with stock.

Order trial shipment to-day, and help out your business with "Kreemy" profits.

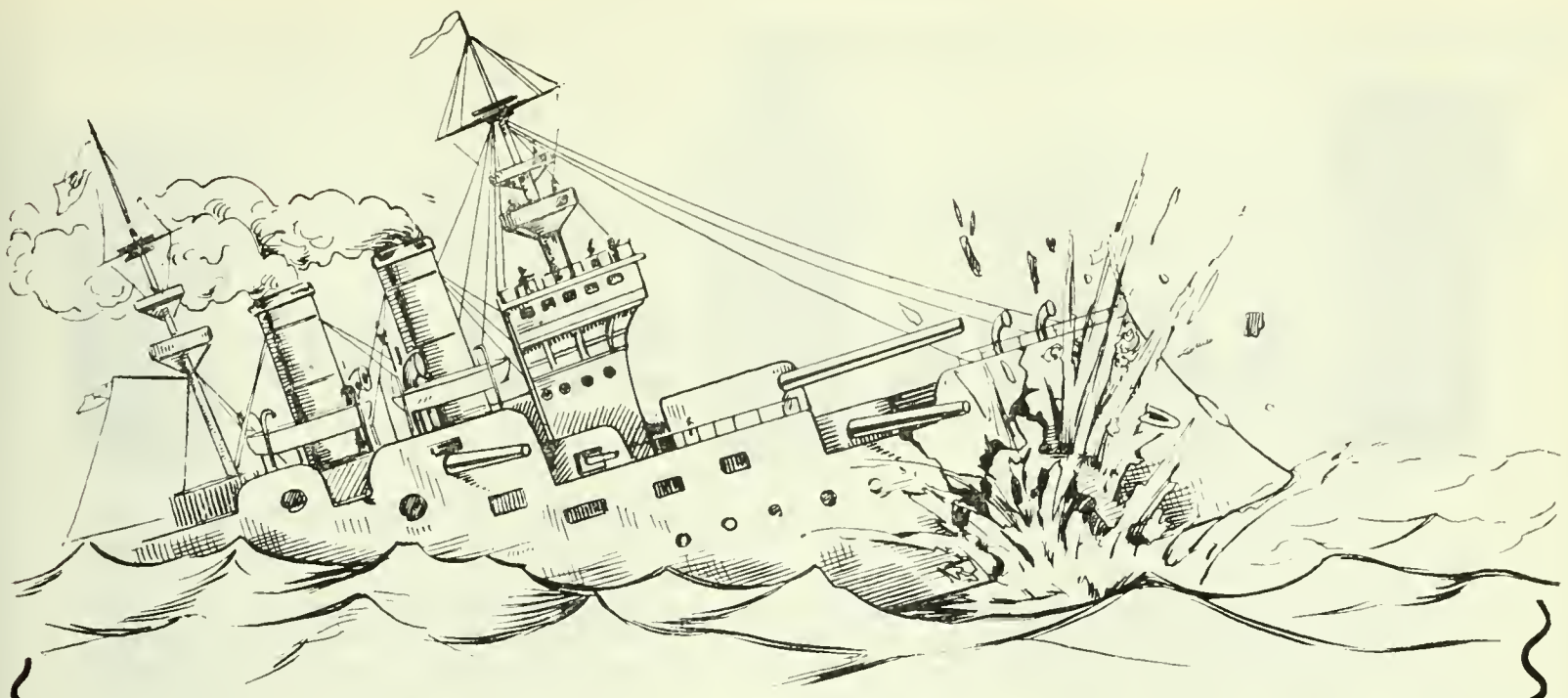
MAIL YOUR ORDER DIRECT TO OUR AGENTS.

Made at Kreemy Works, Maidstone, Eng., by

EDWARD SHARP & COMPANY

AGENTS

The HARRY HORNE CO., of Toronto—For Ontario. Howe, McIntyre & Co., of Montreal—For Quebec. Geo. S. De Forest & Sons, of St. John—For New Brunswick. J. S. Creed, of Halifax—For Nova Scotia. Leadlay, Ltd., of Winnipeg, for Manitoba and Saskatchewan. Hamblin & Brereton, of Vancouver, for British Columbia and Alberta.



Dangers of Ocean Shipping

during the present crisis, are not only increasing prices of foreign dried and canned fruits, but shipments are practically at a standstill.

Griffin & Skelley's

California grown Dried and Canned Fruits and Vegetables

represent the heighth of perfection in fruit and vegetable growing, drying, preparing and packing. They are known as the standard of quality. Your customers will appreciate if you sell this pack. No delay in shipments.

Order from your wholesaler.

Apricots,	White Cherries,	Greengages,	Peaches,
Prunes,	Black Cherries,	Raspberries,	Grapes,
Seedless and	Blackberries,	Strawberries,	Pears,
Seeded Raisins,	Damson Plums,	Pineapples,	Asparagus, etc.

Arthur P. Tippet & Company

AGENTS

Montreal, Que.

VACUUM SEALING

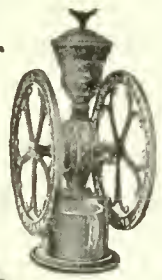
All food packers know the value of sealing food products under a Vacuum. Goods properly packed and sealed in this manner keep indefinitely. This method has been used successfully for years with tin cans, but only recently has it been possible with glass containers.

The essential requirements are speed, easy handling, economy and an absolutely air-tight seal. The Anchor method fulfills all of these, and in addition provides a serviceable reseal after the first one has been broken. Anchor caps have a mechanical seal as well as the Vacuum, so that should a package for any reason lose its vacuum, the contents are still much more effectually and securely sealed than by any other known method.

Anchor caps are quickly and easily applied; an unskilled operator can seal from twenty-five to thirty a minute; cheap when compared with results and satisfaction obtained, and are made in a great variety of sizes to suit all styles of tumblers, jars and bottles.

Write us for catalogue and price list, or have our representative call.

ANCHOR CAP & CLOSURE CORPORATION OF CANADA LIMITED



THE ELGIN NATIONAL

INSTANTLY ADJUSTED TO STEEL—CUT COFFEE AS FINE OR COARSE AS YOUR TRADE DEMANDS

It takes just a few turns and the coffee is ground. No expense to operate and the machine will last a lifetime. Feed your coffee grinding troubles to the ELGIN NATIONAL. It is built for business.

Ask any of the following jobbers for latest catalog:—

HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.; R. B. Hayhoe & Co.; Minto Bros.
MONTREAL—The Canadian Fairbanks Co. (and branches); Minto Bros.
QUEBEC—Minto Bros.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co.; Dearborn & Co.
WINNIPEG—Blue Ribbon, Limited (and branches), The Codville Co. (and branches).
REGINA, SASK.—Campbell, Wilson & Strathdee, Ltd.
SASKATOON—Campbell, Wilson & Adams, Ltd.
EDMONTON, ALTA.—The A. MacDonald Co.
CALGARY—Campbell, Wilson & Horne, Ltd., and P. D. McLaren, Ltd.
FERNIE, B.C.—The Western Canada Wholesale Company, Ltd.
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelly, Douglas & Co., Ltd.; Empress Manufacturing Co.

MADE BY

Woodruff & Edwards Co.

ELGIN, ILL., U.S.A.

"Sherer's" Grocery Counter

For 20 Years the Leader

and leadership means excellence, but unfortunately it also means *imitators*, and cheap ones at that.

PATENT PENDING

The argument in favor of the Sherer Counter is perfection in adaptability to the grocer's use—perfection in material and perfection in construction.

The Imitator's talk is of the cheapness of his product.

But Quality is worth the price, and the name of "Sherer" on a Counter is a guaranty of Quality.

Full information in our free Catalog Number C10

SHERER-GILLETT COMPANY

Head Office: Chicago, Ill.

Canadian Office and Factory: Guelph, Ont.

CAN you get away from the fact that out of every hundred women in your town fully two-thirds of them know E. D. Smith's Jams, Jellies, etc., either by having used them personally, by reputation, or by having seen the extensive advertising we have conducted for years past.

Behind the advertising is the one predominating fact that this famous brand has held the highest position in the Government report ever since its introduction to the public eleven years ago.

All we ask you to do is to keep E. D. S. products in the open where your trade will see them—they will do the rest by reminding your customers of having heard and read about the deliciousness and purity of these goods. **They will sell themselves if you keep them shown.**

Made only by

E. D. Smith & Son

Limited

WINONA ONTARIO

AGENTS:

NEWTON A. HILL	Toronto
W. H. DUNN	Montreal
MASON & HICKEY	Winnipeg
R. B. COLWELL	Halifax, N.S.
A. P. ARMSTRONG	Sydney, N.S.

BORDEN MILK Co. LIMITED
EAGLE BRAND
Trade Mark of BORDEN MILK COMPANY LIMITED
GAIL BORDEN
EAGLE BRAND
by which their PRESERVED MILK will hereafter be designated and for additional protection against imposition each Label will bear the signature.
Gail Borden
BORDEN MILK COMPANY LIMITED
MONTREAL, CANADA.

Let fresh milk go up in price

if it will owing to uncontrollable conditions. With a generous supply of Borden's Milk Products you or your patrons need not worry.

Borden's Milk Products

Eagle Brand Milk, Borden's Evaporated Milk, Reindeer Brand Coffee, Cocoa and Milk are always ready for the emergency and fill the place of fresh, sweet milk in a way no others can. They will act as a leveling or equalizing medium for the good housewife during the period of war prices. They will help relieve the situation by taking the place of fresh milk—when it goes up as it surely will.

Place your order now for the all-year-round goods.

Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

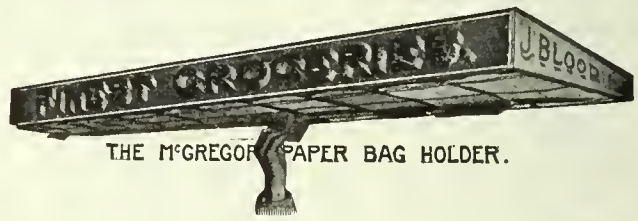
Branch Office: No. 2 Arcade Building
Vancouver, B.C.

FURUYA & NISHIMURA
JAPAN TEAS

RENNIES SEEDS

PUREST-CLEANEST
MOST RELIABLE
GET CATALOGUE
AT BEST DEALERS
OR DIRECT
TORONTO - MONTREAL
WINNIPEG - VANCOUVER

A store convenience — costs little — gives big service



THE McGREGOR PAPER BAG HOLDER.

Holds every size bag from ¼ to 10 lbs. Always ready. Saves time, space and waste of bags. Supply of bags is laid in the top; one by one is secured as required. The most practical bag holder made. You cannot afford to be without one. Write for Prices and detailed particulars.

For sale by all first-class jobbers or
The O. P. McGregor Paper Co., Limited
411 Spadina Ave., Toronto

Regarding Continental Bags

Do you receive full value for the money you spend on Paper Bags?

You may think you do,—but do you?

Do you make a comparison between the different sorts of bags?

If not, why not?

Judicious buyers should do so.

It will prove to their satisfaction that

Continental Grocery Bags

ARE OF BEST VALUE

THOUSANDS SAY IT SO WILL YOU

The Continental Bag & Paper Co., Limited

Manufacturers OTTAWA

BRANCHES: MONTREAL and TORONTO

Agencies throughout Canada

A Household Standby

For sealing preserves and jellies, your women customers know there is nothing so good as

Parowax
(Pure Refined Paraffine)

Its purity and cheapness make it a quick seller always.

Parowax makes washing easy, too. You can build up a good steady trade by pushing Parowax. It's a quick mover, and brings repeat orders.

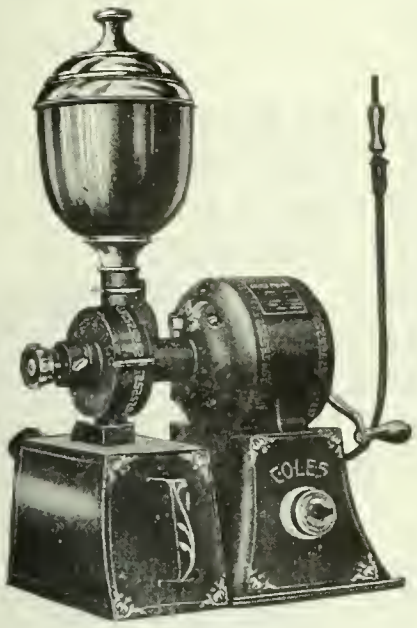
Put up in 1/4 lb. cakes, 4 cakes in a carton; 20, 40 or 100 cartons in a case.

THE IMPERIAL OIL COMPANY, Limited

Toronto	Montreal	Winnipeg	Vancouuer
Ottawa	Quebec	Calgary	Edmonton
Halifax	St. John	Regina	Saskatoon

Don't Buy "An Electric Coffee Mill"

Buy a COLES GUARANTEED ELECTRIC MILL



There's a tremendous difference — as great as there is between an unsigned check and a signed one.

When the name COLES is on your mill you're certain it's "right."

Have you a copy of Catalogue 913C?

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

COLES MANUFACTURING CO.

1615 North 23rd St. PHILA., PA

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.

Trade that Endures

week in week out, month by month and year by year is the experience of those grocers who stock

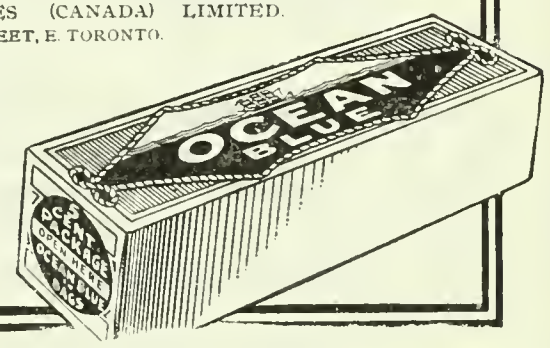
OCEAN BLUE

No other Laundry Blue gives quite the same degree of satisfaction to users. It pays the user to use and the grocer to sell.

Order from your Wholesaler.

HARGREAVES (CANADA) LIMITED.
33 FRONT STREET, E. TORONTO.

Western Agents: For Man., Sask. & Alta. Nicholson & Bain Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For B.C. and Yukon: Donkin, Creeden & Avery, 117, Arcade Buildings Vancouver, B.C.



PURITY SALT

IF you are very particular in supplying the needs of your patrons you will give them only high and pure quality products. In selling salt the particular dealer recommends and gives his customers PURITY SALT. Perfectly distilled and dried by the use of the most improved processes.

Purity Salt allows the dealer a good profit, and invariably gives satisfaction.

The
WESTERN SALT CO.
LIMITED
COURTRIGHT, ONTARIO

"Cow Brand" success is never doubted

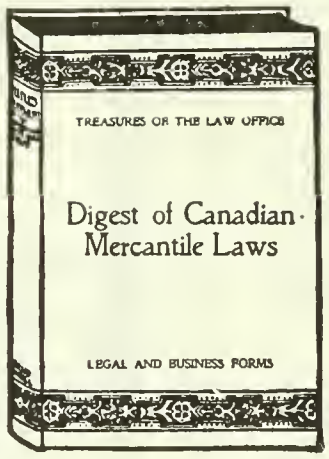
Housewives have absolute confidence in the baking results when they use **Cow Brand Soda**. For Strength, Purity and Reliability it is unsurpassed. It is the surest trade builder and holder. Fill in your stock to-day.

CHURCH and DWIGHT
Limited
Manufacturers
MONTREAL

A BOOK THAT SAVES MONEY

"Digest of the Mercantile Laws of Canada"

A READY REFERENCE FOR BUSINESS MEN AND THEIR ASSISTANTS. A GUIDE TO THEIR DAILY BUSINESS



IN RENTING A STORE, PROCURING A LOAN OR COLLECTING A DEBT, THIS BOOK WILL SAVE YOU MANY DOLLARS

No work ever published in Canada equals it for business men. A veritable consulting library on this one line so universally needed. Based on Dominion and Provincial Statutes and Court Decisions. Indorsed by barristers, sheriffs, magistrates and conveyancers.

Below appears a few of the questions it answers. These are picked out at random from the book.

If you endorse a cheque which bank cashes, are you liable to the bank for the amount, if the cheque were forged or raised?—173.

(The figures after each question refer to the section in the "Digest" which gives the answer.)

Can Interest written "one per cent. per month" in a note be collected by "legal process?"—See sections 345, 185.

In going security on a note, what is the difference between writing your name on the face of the paper or on the back?—171.

Why is it that a verbal agreement to buy real estate with, say $100 paid down "to bind the bargain," does not bind either seller or buyer?—451.

If a proposition is made to you by letter and you accept it by letter, do you know the exact time when the contract is closed?—39.

How many years does it take a promissory note, a book account, a judgment or a legacy to outlaw in your province?—356, 359, 360, 367.

How long may the drawee legally hold a draft for acceptance?—209.

If a man, in the presence of witness, makes a verbal agreement to buy a wagon, say for $53, but does not take possession of it, will the sale be binding?—500.

What effect has it on a will if only one person signs it as a witness?—815.

If the wife or husband of a legatee signs the will as a witness, what is the effect?—816.

"A," in paying off a Mortgage, gave mortgagee a marked cheque on which was written: "This cheque is given and received as a full settlement and discharge of Mortgage No.———." Is that a legal discharge?—410.

If a person goes with his hired man to a merchant and says: "Give this man the goods he may need up to," say "$15, and if he does not pay you," say, "within thirty days, I will," will the promise bind him?—110.

If stolen goods are sold to an innocent purchaser for value, can they be taken from him?—513.

How may a person legally add "& Co." to his name, or use any special name other than his own as a firm name, without having a partner?—694.

"B" claims that the Canadian Bills of Ex. Act allows him two days, in addition to the day of presentment, to accept a sight draft, and then three days of grace in which to pay it—six days in all. Is he right?—209, 217.

If you rent a property for a year, the rent payable monthly, and remain on after the year expires, are you a yearly or a monthly tenant?—580, 608.

Can you garnishee a debtor's money deposited in a bank if you know it is there?—885, 295.

Forwarded direct post free on receipt of price.

Keep the book ten days, and if it is not worth the price, return it and get your money back. If remitting by cheque make same payable at par, Toronto. **Eastern Edition, Price, $2.00. Special Western Edition, $2.50.**

To meet the needs of subscribers in New Ontario and the Western Provinces, where land is under The Land Titles System of Registration, an Appendix of 16 pages, containing a synopsis of the Land Titles Acts, has been added to our regular edition, thus constituting a special "Western Edition." Price, $2.50.

Eastern Edition, Price $2.00 **Special Western Edition, $2.50**

THE MACLEAN PUBLISHING CO. LTD.

Montreal Toronto Winnipeg

BOOK DEPARTMENT

143-153 University Ave., TORONTO

By selling the finer grade Peas you make a larger profit

"Early June Peas" only cost you 2½c. a dozen more than "Standards"; **"Sweet Wrinkle Peas"** only cost you 2½c. a dozen more than **"Early Junes."** Without any difficulty you can get at least 1c. a can more for these finer grades. This means an **extra** profit of 9½c. for you on every dozen tins.

Dominion Canners' Peas are vastly superior to foreign canned Peas, as most of these are artificially colored with a chemical which destroys the true flavor of the Pea, and is considered injurious to the human system.

Government Regulations now insist that canned Peas artificially colored, must have that fact stated on the label.

Dominion Canners' Peas retain their full, natural flavor, as they are picked and canned on the same day. The Peas are usually canned within a few hours after picking.

Canned Peas are cheaper to the householder than Fresh Peas. It takes about four quarts of Peas in the pod to fill a No. 2 can. Don't fail to point this fact out to your customer.

Dominion Canners, Limited

HAMILTON

Get Ready for the Big Sugar Months of the year

September and October are big preserving months. Pears, Peaches, Plums and other fruits are at their best. Jellies, Jams and Marmalades for winter are being made. Sweet Pickles send their spicy fragrance out of hundreds of kitchens.

RIGHT NOW, go over your stock and see how you are fixed to fill orders for

Redpath

EXTRA GRANULATED SUGAR

Your stock of "REDPATH" is just as important as your stock of fresh, sound fruit, for your customers can't make the best preserves without **the best sugar.**

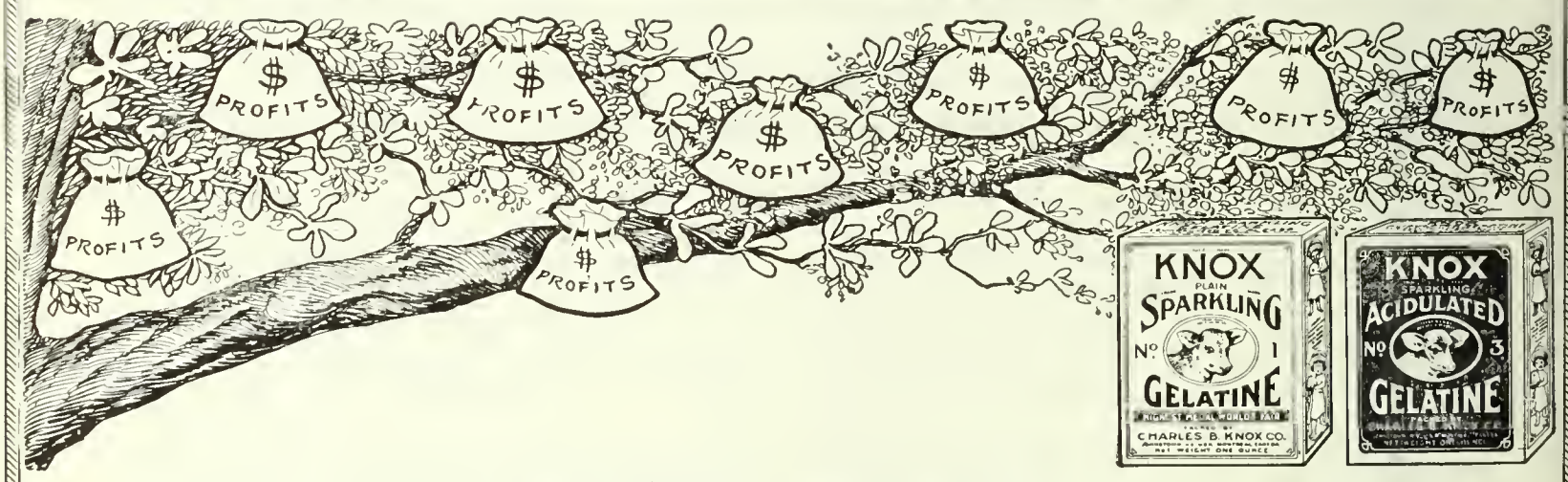
Carry plenty of all sizes of "REDPATH PACKAGES"—the 2 and 5-pound Sealed Cartons, as well as the 10, 20, 50 and 100-pound cloth bags.

Aside from the fact that you are able to give your customers **absolutely pure sugar** of the highest grade, you actually save money by handling "REDPATH PACKAGES," because they save weighing, save waste, prevent losses through broken packages, and enable you to fill orders quickly.

Look up and stock up.

CANADA SUGAR REFINING CO.

MONTREAL **Limited**



This is the season to push

KNOX GELATINE

Get Your Share of the "Extra Profit" Crop

KNOX GELATINE is a steady seller all year 'round, but, its largest sale naturally takes plaee in the summer months when women want desserts that are easily and quickly prepared. Nothing is more inviting than jelly and it is a wholesome food for the hot weather. Bring these points to your customers' attention and make a speeial effort to secure more sales. You'll be surprised how easy it is! You couldn't sell anything that would pay you better than KNOX GELATINE.

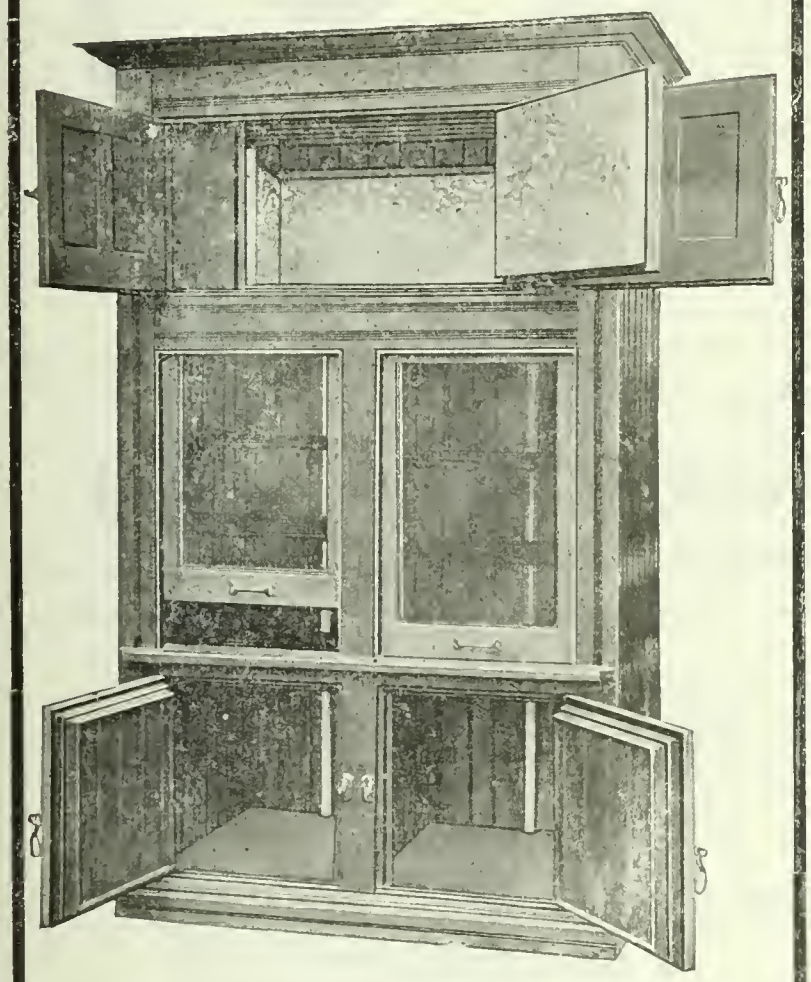
CHAS. B. KNOX & CO.

Johnstown, N.Y.

Every detail in

ARCTIC

Refrigerator construction is perfect



It is no brag when we say we pride ourselves in our knowledge of refrigeration and refrigerator construction.

We have mastered the science of dry, cold air production and have embodied in Arctic Refrigerators details which are perfect from both a scientific and practical viewpoint.

The Arctic, whether a small refrigerator for the home, the largest storage refrigerator or the Silent Salesman, is perfect in the smallest detail, and efficient to the last degree.

You should learn more about the Arctic—write for Catalog.

John Hillock & Co., Limited

TORONTO

Agents:—Western Ontario: J. H. Galloway & Co., Hamilton. Saskatchewan: Western Butchers' Supply Co., Regina, Sask. Montreal: W. S. Silcock.

"SOVEREIGN"

SALMON

FINEST BRITISH COLUMBIA

SOCKEYE

QUALITY

IS OUR FIRST

CONSIDERATION

PACKED BY
THE ANGLO BRITISH COLUMBIA PACKING CO. LTD.
VANCOUVER, B. C.

There's money in the right salt

Hundreds of dealers have realized that the right salt, the salt that gives the best satisfaction, is CENTURY. Every crystal is pure. It is the best for table or dairy, and the most profitable for the dealer to handle. Those that know push CENTURY SALT. Put up in small, white cotton bags and 100-lb. sacks

Dominion Salt Co.,
Limited

Sarnia, Ont.

Kops Ale & Kops Stout

(Non-Alcoholic)

Ideal Summer Beverages

Scientifically brewed from the finest Kentish Hops, retaining the healthful, bitter principle derived from Hops only. They are, nevertheless, non-alcoholic and non-intoxicating.

There are no more wholesome, salutary, palatable beverages than these.

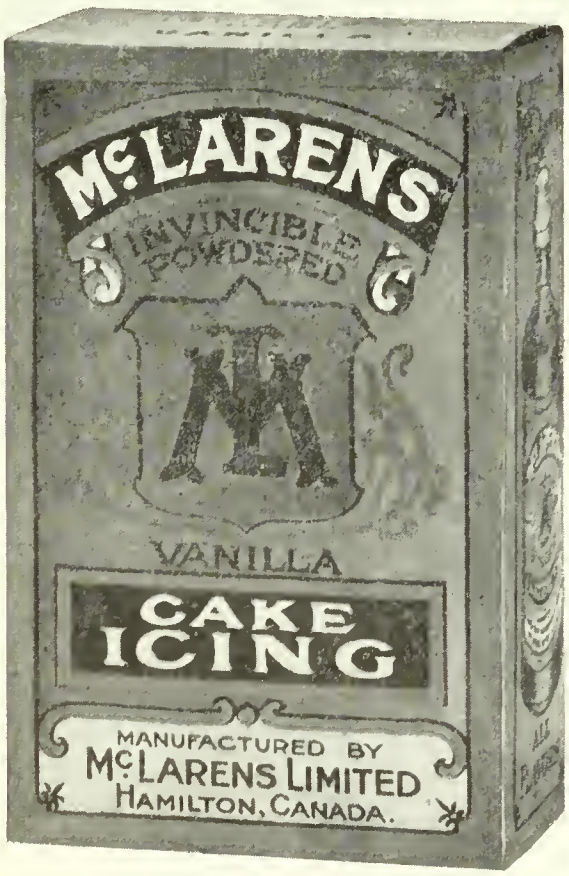
Possess distinct tonic and stimulating properties.

If you did not try them last Summer, we should like to make arrangements to supply a sample lot.

THE BEST FOR YOUR TRADE.

CANADIAN AGENTS:—Nelson, Shakespeare, Watkins, Ltd., Van couver, B.C.; Ruttan, Alderson & Lound, Ltd., Winnipeg; Kenneth H. Munro, Coristine Bldg., Montreal; Royal Stores, Ltd., St. Jo hn's, Nfld.

KOPS BREWERIES, London, S.W., England



McLAREN'S Invincible Cake Icing

is never touched by human hands in manufacture

Our operators are thoroughly experienced, cleanly, and work under the very best possible factory conditions, and yet we do not allow a hand to come in contact with our products in course of manufacture. From the raw materials everything is handled by the latest machinery, including the packaging, etc. Only the purest and finest quality of materials are used in McLaren's Invincible Cake Icing—purest cane sugar—finest quality vanilla extracts.

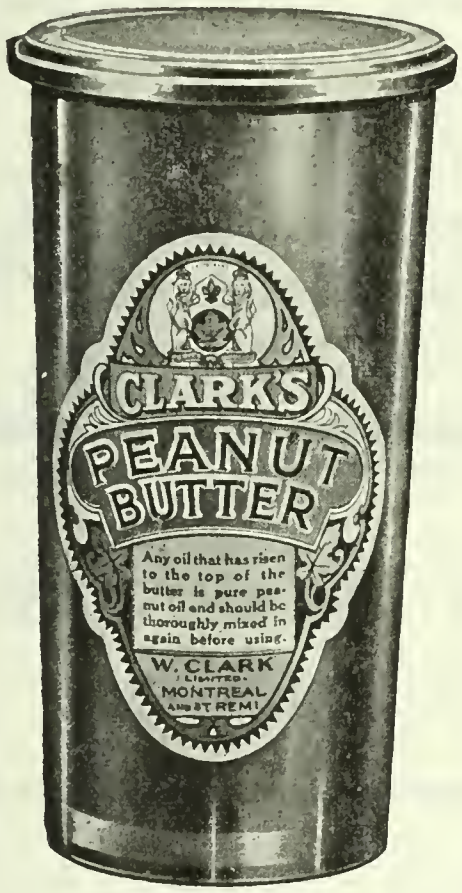
Anticipate a bigger demand than ever and order your winter's stock now.

McLarens Limited

HAMILTON, CANADA

CLARK'S Peanut Butter

in ¼, ½, and 1 sizes, also in 24 lb. pails.


CLARK'S
PEANUT BUTTER
Any oil that has risen to the top of the butter is pure peanut oil and should be thoroughly mixed in again before using.
W. CLARK
LIMITED
MONTREAL
AND ST REMI

The 24 lb. pails are money-makers for you, Mr. Grocer.

Keep in your refrigerator and it will cut solid like dairy butter.

It contains the nourishing and appetizing qualities of dairy butter and preserves or meat and makes delicious sandwiches.

Guaranteed to contain the finest peanuts only and to be absolutely pure.

GET PRICES FROM YOUR JOBBER OR WRITE US.

W. CLARK, LIMITED, - MONTREAL

Tartan BRAND

THE SIGN OF PURITY

We thank you for the liberal business received during the Travelers' Holidays. They will interview you next week with full information for Fall business

BALFOUR, SMYE & CO., Wholesale Grocers **HAMILTON**

Phones—462, 3595, 3596, 3597, 3598, 748. Use them at our expense.

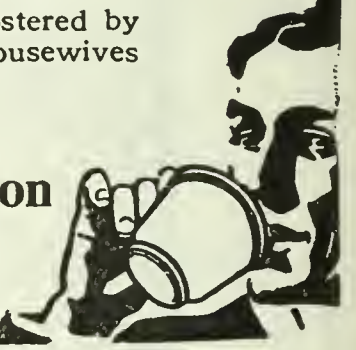
SYMINGTON'S COFFEE ESSENCE

is the standard of quality and excellence. There is no other Coffee Essence to equal it. Made by the most expert coffee-cooks who devote their whole time and attention to the manufacture of Coffee Essence. The demand—fostered by continuous up-to-date advertising—is constant, and discriminating housewives everywhere insist upon having the premier brand.

GET FULL PARTICULARS, SHOWCARDS AND PRICES TO-DAY.

Thos. Symington & Co., Edinburgh and London

AGENTS:— Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver—Messrs. Shallcross, Macaulay & Co.



WINDSOR SALT

You want to sell what your customers want to buy.

You *know* that practically every one of your good customers wants Windsor Salt—which is a good reason for your handling it, isn't it?

King George Navy to the front

Here is a particularly high quality line of Chewing Tobacco—*King George Navy*—that you will be well advised to keep to the front. It commands a ready sale, that makes it particularly profitable.

Rock City Tobacco Co.,
LIMITED

QUEBEC WINNIPEG

WE RECOMMEND

THE SWEETHEART OF THE CORN

War Prices for Food

All along the line prices are rapidly advancing.

Notwithstanding that every ingredient entering into the manufacture of

KELLOGG'S TOASTED CORN FLAKES

has been enormously advanced in price during the past month, we will as long as possible make no advance in our list price.

This is entirely owing to the fact that we fortunately had placed orders for supplies large enough to last us for the next six months under ordinary conditions, and we are determined that our customers will participate in this advantage.

While we do not wish you to overstock, do not permit your stock of our line to get too low.

BATTLE CREEK TOASTED CORN FLAKE COMPANY, LIMITED

LONDON, CANADA

Readers Of The Grocer, Let Us Know Your Wants

You have noticed our Letter Box service. Every week we hear from dealers who desire names and addresses of firms manufacturing some particular article.

This service may be beneficial to you. If you are in the market for any article you do not know where to get, our services will be cheerfully given.

The Canadian Grocer is in position to secure information on new lines in the grocery trade, and of novelties occasionally asked for in the grocery store.

Don't hesitate to write us. As a subscriber of The Grocer you are entitled to this service.

The Canadian Grocer

Montreal Toronto Winnipeg Vancouver

St. Lawrence Granulated

100 Per Cent. Pure Cane. Put up in the sized grain your customers prefer: Red label for Fine Grain; Blue label, Medium Grain; Green label, Coarse Grain.

Keep Your Tobacco Department to the Front!

You will find that a Tobacco Department runs itself, providing you sell good cigars, which give the smoker value for his money. Profits which accrue are larger than you make in any straight grocery line. Feature

7-20-4 CIGARS

They are a known brand with a high reputation. It has been our aim to manufacture cigars that for quality cannot be surpassed. Using the very best tobacco and employing only skilled help, make possible the fulfillment of our ambition.

If you are not handling 7-20-4 in your Cigar Department,

WRITE US TO-DAY—DON'T WAIT.

THE SHERBROOKE CIGAR COMPANY
SHERBROOKE, QUE.

Just to prove

to your entire satisfaction the tasty deliciousness of this quality confection—

Chocolate Turkish Delight

we will send you a free sample together with our price-list. The profit is exceptionally good.

Write

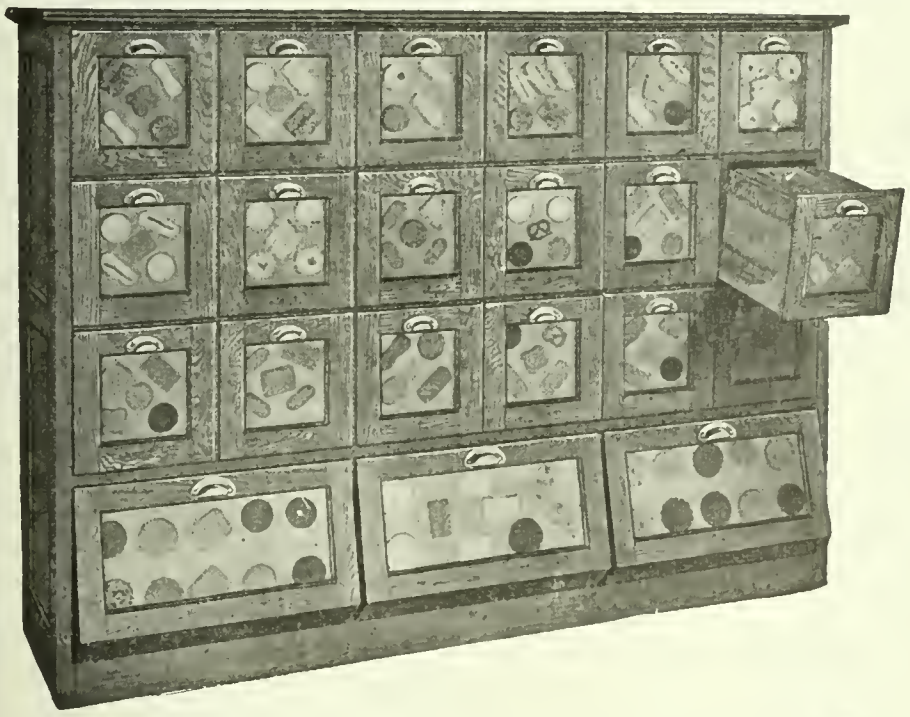
Oriental Produce Co., Montreal

Standard Biscuit Case

In Sectional Lengths

makes provision for not only your tins, but also large wooden cake boxes which you find difficult to place and show contents to advantage.

This case shown is 6' long and 54" high, having 3 large patent roller bins in base, with bevel front to display cakes or contents of large cake boxes, and above this glass display oak front slides, fitted with rollers to insure easy running, show your stock of cakes in tins. Every large bin in base adds two feet to length of case.



Stock lengths are 6', 8' and 10', but may be made to order in any length and also fitted with shelving to match regular fixtures. Made in oak to match your fixtures and sell your cakes.

Walker Bin & Store Fixture Co.,

LIMITED

Berlin, Ontario

Representatives:

Manitoba:—Watson & Truesdale, Winnipeg, Man.

Sask., Alta., and Eastern B.C.:—North-West Specialty Co., 226, 3rd Ave., Saskatoon; 111 Howard Ave., Edmonton; 110 Eastman Chambers, Regina.

Vancouver, B.C.:—R. J. Borland, 1105 Pacific Street.

Montreal:—W. S. Silcock, 33 St. Nicholas St.

Maritime Provinces:—R. R. Rankine, 46 Adelaide St., St. John, N.B.

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satiafactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

Established 1859.

GEO. STANWAY & CO.
TORONTO

Representing Phoenix Packing Co., Fresno, Cal., dried frnits. J. H. Todd & Sons, Victoria, B.C., Salmon brands: "Horseshoe," "Tiger," and "Snnflower."

CHARLES H. COLE

Agent for McVitie & Price, Jas. Pascall, T. W. Beach, Johnston-Baird Co., etc.

New Address:
33 Front Street East - Toronto
Montreal Office: 501 Reade Bldg.

MORROW & COMPANY
CEREALS

TORONTO, - - - - - CANADA.
Rolled Oats, Oatmeals, Rolled Wheat, Split Peas, Pot and Pearl Barley, Graham Flour, Buckwheat Flour, Potato Flour, Wheatlets, Cornmeal, Lentils, Beans and Peas, Domestic and Imported; Sal Soda, etc., etc. Write for prices and samples, carloads and less.

"Canned Foods Ltd."

W. H. Millman & Sons

General Sales Agents for Canada

When writing advertisers kindly mention having seen the ad. in this paper.

W. G. PATRICK & CO.
Limited.
Manufacturers' Agents and Importers.
51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO
TORONTO
Established 1885
SUGARS FRUITS

ONTARIO (Continued)

HENRI DE LEEUW
28 Fron Street E. TORONTO

RICE, COFFEE, DRIED FRUITS, SEEDS, CANNED and FRESH FISH, CHEESE: EDAM, STILTON, ROQUEFORT; CONFECTIONERY, ETC.

You can talk across the Continent for two cents per word with a want ad. in this paper.

WESTERN PROVINCES.

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG.
We solicit accounts of large and progressive manufacturers wanting live representatives.

G. C. WARREN, REGINA SASK.
Importer, Wholesale Broker and Manufacturers' Agent.
Trade Established, 15 years.
Domestic and Foreign Agencies Solicited
Warehouse: 1313 Garnet St.

LEADLAY LIMITED
Grocery Brokers and Importers
WINNIPEG TORONTO CALGARY
332 Bannatyne 309 King St. W. 510 Ninth Ave. W.

W. H. Escott Co.,
LIMITED
Wholesale Grocery Brokers and Manufacturers' Agents
Commission Merchants
WINNIPEG REGINA
CALGARY EDMONTON

Hamblin & Brereton
LIMITED
Importers and Manufacturers' Agents, Winnipeg, Calgary, Vancouver.
We call on the Jobbing and Retail Trade.

WESTERN PROVINCES—Continued.

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents
WINNIPEG - MAN
Domestic and Foreign Agencies Solicited.

COCKBURN-NOLAN CO.
Limited
Importers, Brokers and Commission Merchants
Representing Pugsley-Dingman Co., Limited. Canned Foods, Limited.
312-314 Ross Avenue Winnipeg

H. G. SPURGEON
WINNIPEG
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce.
P.O. Box 1812

FRANK H. WILEY
Wholesale Commission Merchant and Grocery Broker
757-759 Henry Ave., WINNIPEG

Ruttan, Alderson & Lound, Ltd.
Successors to
RUTTAN & CHIPMAN
Commission Brokers
WINNIPEG, MAN.

BRITISH COLUMBIA

The Campbell Brokerage Co.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street, Vancouver, B.C.

O'Loane, Kiely & Co., Ltd.
Wholesale Grocery Brokers and Commission Merchants, Canned Goods, Dried Fruits, Cereals and Grocers' Sundries, Buyers' and Sellers Representatives and General Agents. Inspectors and Shippers of Canned Salmon. Trackage, common and cold storage warehouse facilities.
RELIABLE ACCOUNTS SOLICITED.
References: Bank of Montreal, Bradstreet and Dun. VANCOUVER, B.C.

NEWFOUNDLAND.

T. A. MACNAB & CO.
ST. JOHN'S, - NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
Codes: A, B, C, 5th edition, and private.

QUEBEC.

SPLENDID CONNECTION
Amongst the Jobbers and Retailers
I am open for a few more agencies, and can handle them to advantage.
Have You a Line of Candy Gross Goods?
CLAUDE BEAUCHAMP
223 Commissioners St., Montreal.

The
Condensed Ad.
page
will interest you

e failure to stock some standard commodity may be the means of a merchant losing trade.

Mathieu's Nervine Powders

MATHIEU'S
NERVINE POWDERS
For Headache and Neuralgia
Contain no Opium, Morphine or Chloral.
One powder will relieve and a few powders will cure you.
If you have a bad headache,
If you are feverish.
If you do not sleep well,
If you are nervous,
If you have LaGrippe,
If you suffer from neuralgia
These powders are very good for children cutting their teeth.
18 Powders for 25 cents
DIRECTIONS

are recognized everywhere as a specific remedy in all cases of headaches, and they can be recommended by every merchant with perfect safety as an effective remedy. Don't lose trade by allowing your supply to run short.

If you don't know them, try **Mathieu's Nervine Powders** yourself at our expense as per coupon attached.

For all forms of colds Mathieu's Syrup of Tar and Cod Liver Oil is recognized as a safe and effective cure.

The
J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—
Name .....
With (Name of firm) .....
Street .....
City or town .....Prov.....

WOMEN KNOW

The exquisite flavor and uses of

MAPLEINE

Can you supply them?

ORDER FROM
Frederick E. Robson & Co., 25 Front St. E., Toronto, Ont., Canada,

Mason & Hickey, 287 Stanley St., Winnipeg, Man., Can.

CRESCENT MFG. CO.
SEATTLE, WASH.

OAKEY'S

The original and only Genuine Preparation for cleaning Cutlery 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited
Manufacturers of
Emery, Black Lead Emery Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

Say You Saw It
in
Canadian Grocer

MONEY
comes readily for VIG-NOL, the friend of the housewife, because it cuts down laundry work and produces splendid results at little expense.

VIG-NOL contains no injurious acids, but the materials employed act in such a way with the steam that all dirt is driven by force from the clothes, thus doing away with the scrub.

Big Profit. **Special Display Stand.**

Sure Sales.
Learn More About Vig-Nol.
There's a Special Offer Awaiting You.

H. NAGLE & CO. P. O. Box 2024 **Montreal**
Jobbers, Write for Discounts.

BUY
STARBRAND
Cotton Clothes Lines
AND
Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers
SEE THAT YOU GET THEM

BLACK JACK

QUICK
CLEAN
HANDY

¼-lb. tins—
3 doz. in case

TRY IT

SOLD BY ALL JOBBERS

The Allies Cannot be Beaten

The Minister of the Dept. of Inland Revenue has declared war on all sellers of adulterated foodstuffs.

But no attacking force can prevail against your strongly entrenched position, when you form an alliance with the only firm in Canada to-day which seals and guarantees its pure food products with the only form of warranty recognized by the Government. (See schedule 3 of the adulteration act, chap. 133, Revised Statutes).

Be on the safe side. Don't take unnecessary risks when you are given such absolute protection by

The White Swan Spices and Cereals, Limited

TORONTO, CANADA

CAN-O-WAX

a household necessity

A pure refined paraffine wax, sweet and clean. A very profitable seller during the preserving season.

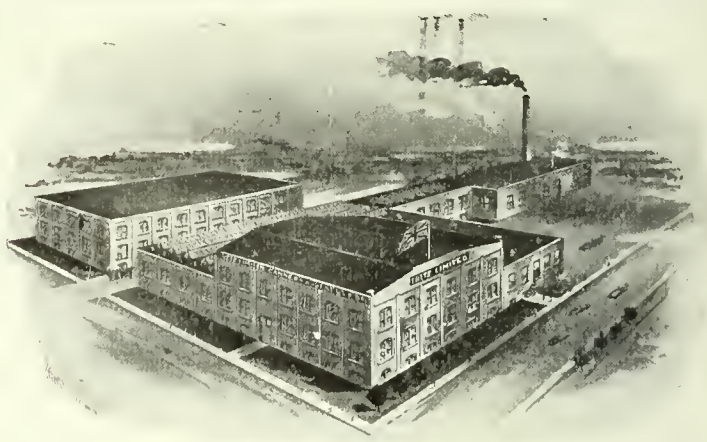
Can-O-Wax makes an absolutely air-tight seal for Jelly, Canned Fruits, Catsups, Sauces, etc., in jars, bottles or glasses. The long, round sticks insure convenience and economy.

For laundry use it is indispensable, makes clothes white (no bleaching), will not injure the finest fabric. Costs little, saves much.

Let us send you a sample tin. Sold through the wholesale trade.

CANADIAN OIL COMPANIES, Ltd.

Toronto, Ont.; Winnipeg, Man.; Montreal, Que.; St. John, N.B.; Halifax, N. S.; Regina, Sask.; Calgary, Alta.; Nelson, B.C.



Fretz Limited can make
IMMEDIATE DELIVERIES
Lake or Rail

of a full line of Canned Fruits and Vegetables under "Harvest" and "Fretz" Brands.

Full line of *Pure Jams* put up under "Harvest" Brand.

Full line of Blended Jams, Jellies and Catsups under "Rose" Brand.

Bakers' Special Jams and Jellies in 30-lb. pails.

Send your order to Amos B. Gordon Co., Toronto,

Or direct TO FRETZ LIMITED Hamilton, ONT.

TEAS

Now that package Teas have advanced so materially it will pay you to look into the values we are offering in **Blended Teas** in bulk.

Our leaders this week are:

2	"Star"	Blend	-	25c.
3	"	"	-	27c.
4	"	"	-	32c.

These prices are subject to market changes.

Packed in Chests, Half Chests, Black, Green or Mixed

EBY-BLAIN, LIMITED

Toronto

WAR AND CANADIAN BUSINESS

The European political upheaval has had far-reaching effects.

The ordinary channels of information to the business man and investor were closed by a week's war.

Do not let sensational rumors guide you from day to day.

Keep yourself informed through the authentic information concerning Canadian securities, bond issues, real estate, company promotions, crops and BUSINESS CONDITIONS which is published in

THE FINANCIAL POST

"The Canadian Newspaper for Investors."

Sign and Mail the attached coupon

Date 1914

The Financial Post of Canada,
143-153 University Avenue, Toronto

Please enter my subscription to THE FINANCIAL POST at the rate of one dollar for four months.

NAME .....

STREET ..... CITY .....

10 CENTS THE COPY. $3.00 PER ANNUM.

C.G.

Send in your orders to-day for

MELAGAMA AND MINTO TEA

Don't wait for our travellers. We are filling all orders for 40c tea and higher prices fully up to our usual high-grade standard. Better profits and better satisfaction selling 40 and 50c teas.

We guarantee the sale and prepay freight on 60 lbs. and over.
See schedule of prices in back of this issue.

MINTO BROS., LIMITED
TORONTO

The War Situation

necessitates our announcing that we may not be in a position to keep up with the ever-increasing demand for

BERTRAND'S MACARONI

We ask you to bear with us should we not be able to fill your orders as promptly as usual, but assure you that this is only a temporary condition.

BERTRAND has stood for the best in Macaroni for nearly a century.

Henri Jonas & Company
Montreal

Agents for Canada and United States

With Provisions Up

and liable to go much higher, it is advisable for grocers and butchers to minimize loss from spoilage by using the best storage system that gold can buy,

The "Eureka" Refrigerator

For the past 28 years this refrigerator has gained popularity very rapidly, until today **it is used throughout the Dominion more than any other make.** Grocers and butchers from coast to coast back up every statement we make about the Eureka. Its dry, cold circulating air system and its economy in ice consumption have won their good-will.

For full information write to

Eureka Refrigerator Co. LIMITED
31 BROCK AVENUE, TORONTO

No Increase In The Price of—
Cowan's Perfection Cocoa

To reassure our Customers and the Trade generally in the face of so many advances and rumored advances in the cost of food products, Tea, Coffee, etc., we have decided to announce definitely that there will be no advance in price of COWAN'S PERFECTION COCOA, 5-lb., 1-lb., ½-lb., ¼-lb., and 10c tins, between now and Christmas. Further than this we cannot look ahead.

We believe it to be the duty of all Canadian Manufacturers to do their utmost during the present crisis to show their belief in the underlying soundness of Canada's commercial conditions. This announcement is made in face of the fact that the Cowan Company have had to pay an advanced price for some of their raw materials; but it is believed that increased demands from Atlantic to Pacific, because of falling foreign imports and embargoes on teas and coffees, will offset other conditions and enable our largely increased factory to run full time with full or increased staff at full wages.

The Cowan Company, as manufacturers of an article of unusual food value, are sincerely anxious to do their share in allaying anxiety as to employment, wages, and food supplies.

Do You Realize the Food Value of COCOA and CHOCOLATE?

Cocoa and Chocolate are foods as staple as flour. Cocoa is not a luxury, but a staple necessity of life, and, considered from the standpoint of its value as nourishment in concentrated form, pure Cocoa at 50c a pound is a most economical food.

The food value of Cocoa and Chocolate has been recognized for many years in Great Britain and Europe. The highest medical authorities have made the statement that Cocoa and Chocolate are the most sustaining of all foods in concentrated form. European soldiers almost universally carry Chocolate in their kits as an emergency ration in case of food shortage, or fatigue in forced marches, and viewed from this standpoint the late Queen Victoria's gift to her soldiers in South Africa takes on a new significance.

We all appreciate Tea and Coffee, but, after all is said, these beverages are merely pleasant, slightly stimulating drinks, with little or no food value. Cowan's Perfection Cocoa, on the contrary, is a splendid food as well as drink, and a delightful drink as well as food.

Cowan's Perfection Cocoa is Sold by All Grocers in 5 lb., 1 lb., ½ lb., ¼ lb., and 10c Tins

The Cowan Company, Limited

H. N. COWAN, President

TO THE TRADE

This is not an apology for, but an explanation of, the advance in the price of

"SALADA" TEA

On August 8th we received a cable from high authority in London advising us that an embargo had been placed on teas prohibiting their export from the United Kingdom. The cable, however, went on to say that the embargo would be removed in 8 or 10 days. On the strength of this we advised our salesmen, our customers, both wholesale and retail, and the public through the medium of the press, that there appeared to be no reason for excitement and that the price of tea would probably remain unaltered.

Late on the night of August 13th a second cable reached us saying that the embargo was to be continued indefinitely. On the morning of the 14th further cables from Ceylon and from India advised us that all shipments of tea from there had ceased. Later the same day came the news that the "Schneefels" carrying large quantities of tea for us had been captured at Gibraltar. As a result of all this there was nothing for us to do but promptly advance prices and they, from noon on Saturday last, have been

		Per lb.		Per lb.
BROWN Label 1's, and ½'s	To the consumer	40c	to the trade	34c
BLUE Label 1's, ½'s, ¼'s, ⅛'s	"	50c	"	40c
RED Label 1's, and ½'s	"	60c	"	46c
GOLD Label ½'s	"	70c	"	54c
RED-GOLD ½'s	"	80c	"	60c

and these prices we do not guarantee except from day to day. Always remember that any "SALADA" you buy can always be returned and we will refund you the full amount paid for same.

"SALADA"

Toronto **London, Eng.** **Montreal**

The brand new, and delicious appetizer

Colman's *SAVORA*

One of, if not the most delicate and delicious condiment for meat, fish, etc. This entirely new preparation introduces the brand new taste—the taste that once tried always pulls. It is a sales-maker from the word "go."

Let us send you small trial order—be the first to introduce "Savora" in your town.

Magor, Son & Co., Limited

AGENTS FOR DOMINION OF CANADA

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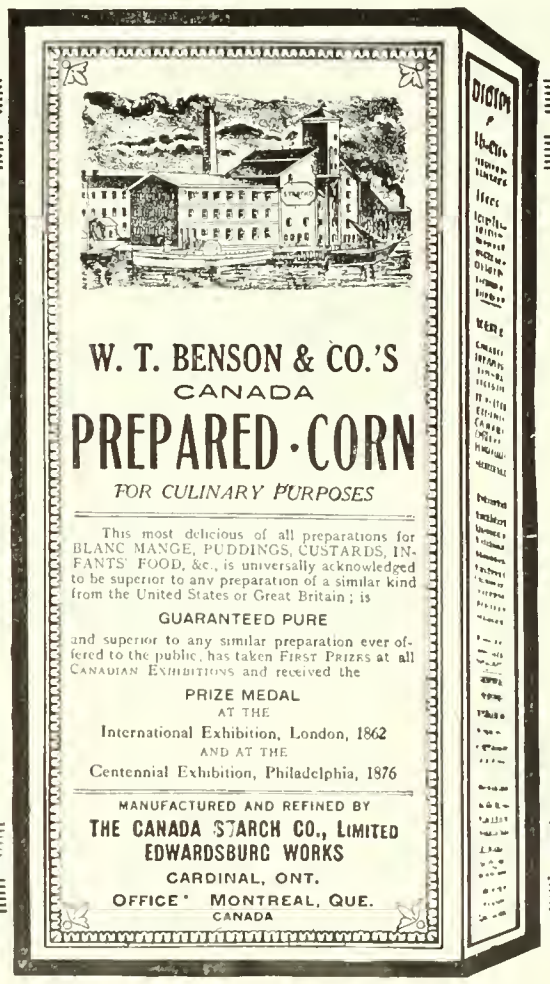
Toronto Office: 30 Church Street


W. T. BENSON & CO.'S
CANADA
PREPARED·CORN
FOR CULINARY PURPOSES
This most delicious of all preparations for BLANC MANGE, PUDDINGS, CUSTARDS, INFANTS' FOOD, &c., is universally acknowledged to be superior to any preparation of a similar kind from the United States or Great Britain; is
GUARANTEED PURE
and superior to any similar preparation ever offered to the public, has taken FIRST PRIZES at all CANADIAN EXHIBITIONS and received the
PRIZE MEDAL
AT THE
International Exhibition, London, 1862
AND AT THE
Centennial Exhibition, Philadelphia, 1876
MANUFACTURED AND REFINED BY
THE CANADA STARCH CO., LIMITED
EDWARDSBURG WORKS
CARDINAL, ONT.
OFFICE · MONTREAL, QUE.
CANADA

This famous yellow package contains the Canadian housewife's best hot weather friend

BENSON'S PREPARED CORN

She calls on that friend often — and the resultant sale means a good profit and a quick turnover.

How's your stock?

Canada Starch Co., Ltd.

Montreal Cardinal Brantford

CANADIAN GROCER

VOL. XXVIII AUGUST 21, 1914 No. 34

Grocery Markets Still Unsettled by the War

While the Stampede for Goods on Part of Public Has Subsided to Certain Extent, Conditions Have Not Materially Changed—Tea Market the Feature This Week.

IT cannot be said that the conditions in the grocery markets have improved during the week; in fact there have been several factors which have operated to put a more serious complexion on the situation. But at the same time the state of chaos has been improved in that there is something more like a basis to work upon; this has come following the first effects of a shock which paralyzed trade. Conditions such as existed a week ago could not continue. It is not that things have become more settled, but that they have become more settled than unsettled. There is not quite so much evidence of a panic.

Humanity has again proven that it can adjust itself to changing conditions and we are beginning to accept the war as a fact rather than a fear.

And the developments of the week have been a victory for the full influence to a large extent. There have been further increases, and there have been some of the quotations which have settled to some extent, as the result of the better opportunity to work out the actual increases in costs. This indicates that advances were made too rapidly, but on the other hand there has been a material increase from the low level which was being maintained by some of the houses, despite advances.

The Freight Rate Situation.

The factors that have added to the seriousness of the situation are many. First and foremost there is of course the European situation and the prospects that it is to be a war of greater magnitude than the world has ever seen; its duration is very much problematical. Then there has been the course which has been taken by the steamship companies who have withdrawn their trans-Atlantic rates with the statement that freights will only be announced when and where sailings can be made. Serious too, is the attitude of England and other countries in maintaining their embargos on foodstuffs, for there are a number of commodities which are thus held up. Nearly all our tea comes from London; much rice also comes through that port; English jams, pickles, etc., will all be kept "at home." French vegetables and other lines from that country will be shipped no more and there are many other imported foodstuffs which will be detained by embargos and the suspension of sea traffic or will be liable to seizure in the event of their being shipped. In addition there is the high war risk which looks as if it would be on a basis of five per cent., and the almost prohibited cost of exchange. With such conditions the attitude of the high price man in many lines would appear to be fully justified.

Then with regard to our own foodstuffs. Flour mills are working to capacity, and although there is no export business in the usual way the millers have orders sufficient at the present time to keep them going night and day for a couple of months. This condition applies to other foodstuffs and when these commodities commence to go forward, it may be expected that the prices will advance.

No Shortage Expected in Staples.

The world price for staple foodstuffs will advance and we will have to pay the price here as well as the countries abroad, but we need not fear a shortage. The same argument applies with regard to canned goods, vegetables, fruits, salmon, etc. Our consolation is that in the first place we will be able to provide for ourselves and again the benefit of the higher prices should prove a boon to the agricultural interests—and Canada is firstly an agricultural country.

The sugar market is very much upset and there is a spread of a cent a pound between the prices quoted by the refiners—what the grocer pays depends on what he thinks it is worth to him, although there are some of the wholesalers who are staying with the basis of a week ago and refiners are holding down to fill their old orders, although they could get an advance of a cent a pound in New York.

No commodity has been more affected during the week than tea. Last week one of the large package tea houses did not look for an advance in prices—a couple of days later there was an advance of ten cents a pound all round. The embargo had not been lifted. The markets at Calcutta and Colombo are practically closed. Wholesalers have put the prices of bulk teas up from 6c to 10c a lb.

In European fruits and nuts prices have gone up from the bottom and down from the top, showing that a better idea of the actual situation has been obtained.

Summarizing it would appear that the improvement in the situation—if there is any—is not with regard to actual conditions, but in that there has been an opportunity to comprehend to some extent the factors which are at work and steps have been taken to estimate the consequences—vague though that estimate must be.

The War's Effect on Various Commodities

Hints to the Trade of Probable Scarcities and Higher Prices—Condensed Milk may Move Higher—The Glass Bottle Situation—What about California Prunes and Apricots?—Sardine Shipments Hindered.

NO ROLLING PINS COMING.

There appears to be a fairly good crop of broom corn in the United States this year, so that unless the war has some round-about way of effecting the market, the price of brooms should be steady for some time. So far as woodenware is concerned the war has put an effective stop to the importations of German rolling pins, but in few other woodenware lines is it having any effect.

* * *

GLASS BOTTLES MAY BE SCARCE.

As practically all our potash comes from Germany, and as at the present time nothing is being received from that country, it may mean a scarcity in bottles. Potash is used in clarifying glass, and the seriousness of the complete elimination of this article from this continent is evident should we be cut off for any length of time. Canadian manufacturers using glass bottles, or at least some of them, are now going into the United States market to see what they can get.

* * *

CAVIAR WILL BE DEAR.

A few of the larger retail firms in Canada—those with a high-class trade—handle a delicacy known as caviar. This is really the salted eggs of a big fish of the sturgeon family. Caviar comes from the Caspian Sea. As it is shipped usually via German ports, the trade will not be surprised to learn that this year caviar will be scarce and high. One dealer showed Canadian Grocer a letter on the subject from the New York agents of an Old Country firm stating that on account of the war shipments to customers this year would be made on a percentage basis of the demand, and asking that orders be sent in as quickly as possible.

* * *

CONDENSED MILK.

While at the present time there has been no advance in the price of condensed milk here, there is a possibility that a rise may occur. Several reasons are ascribed. In many districts in the country the pastures have not been of the best on account of the dry weather. This has handicapped the supply of milk, and the falling off is noticeable. Butter has advanced rapidly of late, which means that the value of milk is higher. Belgium, Holland, Switzerland, and Germany are large producers of condensed and evaporated milk, and with the trade upset in practically all these European countries, there may be a demand from this side the ocean for army and other supplies. The price of tin is also away up, and if the war should continue for some time this would have a direct bearing on quotations.

* * *

FOREIGN MARKET CUT OFF.

In sizing up the dried fruit situation it is well to consider the effects of the war on the California product and the probabilities of the loss of a great deal of the foreign trade. Up to the present the war has put almost a complete stop to the exportation of California apricots and prunes. California always sells large quantities of these abroad, and, in fact, many of them have been already sold. The intervention of the war has made it necessary to hold on to these goods, and, therefore, financial arrangements previously made have been upset. If these goods are put on the domestic market to realize ready money, the results are self-evident. Goods on the way to Europe when the war broke out are subject to seizure, and no doubt some of them have met that fate. The trade should follow the dried fruit market with care and watch developments.

* * *

IMPORTED SARDINES.

Before the outbreak of the war it looked as if there would be a good supply of sardines from Europe on the market. It was not anticipated then that prices would be any lower than a year ago, but it may be, now that the big countries of Europe are engaged in their gigantic struggle, that sardines will not be nearly as plentiful as was anticipated. Canadian importers have been hearing little from Norway and France regarding sardines, but it is reported that fishing and packing operations have been suspended. The summer catch of Norwegian sardines had just begun, and if fishing and packing had ceased we may now expect a shortage.

The trade knows that in Canada the stocks of sardines were practically cleaned up before the new pack commenced.

* * *

WILL SOME GOODS COME?

The hopes of many a grocery broker were buoyed up this week with the report that Old Country shipments of goods contracted before the embargo was placed on them in Great Britain, would be received. The claim is made that all the shipper has to do is to produce his contract and a license is granted for the release of the goods. It is a surety that goods will be held up if the contract has been made after August 4, the date of the embargo. If the report is true it means there will be some shipments of jams, biscuits and other foodstuffs from Great Britain and Ireland. It is not likely however that there will be many French peas arrive, and few of the importers are looking for French nuts. Some French peas have come—they were shipped before hostilities began—but not many. Some importers are holding fair supplies of last year's walnuts and almonds Then again, others do not think the embargo will be lifted in any event.

ENLIST FOR SERVICE.

War has cast on us all its duties and its opportunities. We of the grocery trade are the commissariat of the nation. The imperative demand for food will not be denied either at the front or at home. It devolves upon us to see that this demand is met with the greatest efficiency and the least possible cost.

The men at the front are gladly offering their lives that liberty shall live. We must see that their wives and children, that the wives and children of those who at home are keeping the flag afloat over our factories and our industrial organization shall suffer as little as possible from the necessary evils of the war.

In Canada the boasted granary of the Empire, our daily bread at least should not be lacking.

To that end let us all enlist. Let service be the watchword. The man who takes advantage of this war to exact an undue profit is a traitor, a worse enemy to our country than the Kaiser. The grocer on the corner by conducting his business in the light of his opportunities to serve his country may exercise as high courage, as admirable patriotism as true service as any of our soldiers in the field of far off Belgium.

No Definite Basis for Sugar Quotations

Refiners Quoting Different Prices, and Different Policies Prevail —What We May Expect When Available Supplies of Raws Are Refined and Disposed of—The Market in 1911.

THE retail trade can easily be forgiven these days if they are not able to get to the bottom of the sugar problem. The war has upset all calculations in this market, and there is no firm foundation on which to base prices. In sizing up the sugar situation this week, the problem has to be gone about from several standpoints. As a rule in Eastern Canada the quotations of the Canada Sugar Refining Co. and those of the St. Lawrence Refineries are the same, with Acadia and Dominion 10 cents a hundred lower. At the present time, however, this basis is all upset, and the situation must be given from at least three viewpoints.

Different Prices Quoted.

In Toronto to-day the price of Redpath sugar is $4.61 per cwt. Just when the war broke out all companies advanced prices 10 cents, and the Canada Sugar Refining Co. has made no changes in the quotation since up to the time of writing. The company have been filling old contracts in an endeavor to get their books cleared. They claim that they are desirous of maintaining prices until present supplies of raws are utilized, and that this means a big loss to them every day.

The St. Lawrence Refineries advanced their prices 10 cents in the first place, and later on 50 cents per cwt., making present price of $5.11. They state their stock in the warehouse, together with their shipments afloat, are equal to the stock on hand at this time last year. At the same time they have shipped within the last four weeks 50 per cent. more sugar than the average shipments for the same period during the past five years.

As all refiners have shipped more sugar in this duration of time, it is evident that the sugar already distributed among the retailers and consumers is away beyond requirements for current purposes. This is a factor which the trade should take into consideration. All refiners, too, have had their shipping facilities more or less demoralized during the stampede on the part of the public—and hence on the part of the retailers—to lay in supplies. This left them in no good position to meet the extraordinary demands. Just as soon as the present supply of raw sugar runs out there will no doubt be higher prices.

The St. Lawrence Refineries are out of the market this week, and are, therefore, not, at time of writing, booking any orders. This, they state, is to give them time to straighten out their books and catch up with their shipments. Their policy beginning next week will be that upon determining from their records the amount of business taken by their agents in the various territories, they will apportion supplies according to percentages. When all orders now on their books have been shipped, an estimate of their output for a definite period will be made. The estimated production will then be apportioned in accordance with the table of percentages. They expect to be again in the market on Monday next, and state that their prices will not change at least until September 1.

The present price of the Acadia Sugar Refining Co. in Toronto is $5.41 per cwt. This week this company is also out of the present market, and is filling old contracts only. Until the books are cleared no new business will be booked.

Higher Prices Anticipated.

Looking at the matter in the light of these policies, it certainly indicates a rather unsettled condition of affairs. That there will be readjustments in those sugars, which are now lower than the others, seems quite certain just as soon as the present supplies of raws have been refined and disposed of. In New York, raws are in the neighborhood of 6 cents, which gives an indication of what we may expect here when our companies are again in the raw market. Refined there and throughout the United States has gone to unheard-of heights, as high as 7½ and even 8 cents being reported. One Montreal refinery at least has been offered 6 cents for refined sugar by New York buyers, and although a handsome profit could have been made on this basis, Canadian customers had to be protected. The United Kingdom has come strong into the United States market since supplies were cut off from the continent, and when these purchases had run up to some 600,000 bags American buyers became anxious, and the prices were sent a-soaring. The Old Country demand, coupled with the rush for sugar on the part of the consumer on this side the Atlantic, was an irresistible combination towards price advance.

Sugar Higher in 1911.

Even now sugar at present in Canada is not nearly as high as in September of 1911, when this line went up to $5.85 on a Montreal basis, or $5.95 in Toronto. There was no war then, the rise up to that figure being a gradual one, due to natural causes. The market all that year was an advancing one, yet no one thought of going into hysterics and laying in a two or three-year supply.

As to the future we can see nothing but further advances in this article.

TORONTO SUGAR PRICES.

Extra Granulated Sugars, Montreal, Refined—per 100 lbs.		
100 lbs. bags	4 61	5 11
20 lb. bags		5 21
10 lb. bags		5 26
2 and 5 lb. cartons		5 41
Second grade granulated, 100-lb. bags		5 01
Nova Scotia refined, 100-lb. bags		5 41
Western Ontario refined, 100-lb. bags		5 01
Extra Ground Sugars—		
Barrels		5 51
50 lb. boxes		4 71
25 lb. boxes		5 91
Powdered Sugars—		
Barrels		5 31
50 lb. boxes		5 51
25 lb. boxes		5 71
Crystal Diamonds—		
Barrels		5 86
100 lb. boxes		5 86
50 lb. boxes		5 96
Paris Lumps—		
100 lb. boxes		5 86
50 lb. boxes		5 96
25 lb. boxes		6 16
Cartons (20 to case)		7 91
Cartons (50 to case)		7 91
Crystal Dominoes, cartons		8 12
Yellow Sugars—		
No. 1		4 21

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

FRUIT A PAYING LINE.

"I am much interested in the discussion in recent numbers," writes a grocer in Truro, N.S., "concerning fruit. Between June 27 and July 28, we sold 4,128 boxes strawberries, our gross profit being 3c. per box. We bought every day and did not lose ten boxes on the whole lot. We buy bananas by weight, the average cost being 3½c. lb., plus freight ¼c. lb., which equals 3¾c. lb. A bunch of bananas averages about 60 lbs., which at 3¾c. makes $2.25. Adding on 18 per cent. cost of selling, the total cost is $2.66. We sell bananas at 30c. dozen, or an average of 7c. lb., getting $4.20, less weight of stem, which is 6 lbs. at 7c., or 42c., and loss from damaged fruit figured at 5 per cent., or 21c. This makes 63c. to deduct from $4.20, making the total received $3.57. The cost being $2.66, it leaves us a profit of 91c.

"We made an average profit of 33 1-3 per cent. on the cost of oranges, also a good profit on lemons. We try to keep the price of lemons down this time of the year by not selling them too cheaply when the price drops later on—that is in ordinary years. We don't follow the market closely up or down. This may not be good business but with us it works out well and we make a good average profit. On the whole we consider fruit one of our best paying lines. We buy only from reliable firms who are willing to allow for anything that is not good, consequently we lose very little from damaged fruit."

Retailers Tell of the Mad Rush for Foodstuffs

Many Claim That Because of Supply not Being Sufficient at the Time to Meet All Demands, Prices Naturally Advanced—The Work Being Done to Pacify the General Public—Many Foolish Purchases.

From Interviews with Canadian Grocers.

AT no time during the present generation have the grocery markets of this country witnessed such volcanic eruptions. A month ago everything lay calm and serene, as is the rule during the dog-days, with a change of two here and there, but no pronounced tendencies. The outbreak of the general hostilities in Europe was apparently the signal for the stampede of prices which in the short space of two weeks made strides beyond the memories of the oldest member of the trade.

What was the cause of all this excitement? Was it because the manufacturer and the wholesaler and the retailer felt that the incidence of war presented them with an opportunity to enhance prices beyond the usual margins of profit? Was it because the call for food from the belligerent nations cleaned up the available supplies? Or was it due to extraordinary demands on the part of the consuming public, who had been thrown into a panic because of the work of the scaremongers?

These questions are not easily answered. It may be that all of the three are more or less guilty. Interviews with retail dealers who have faced the situation throw some illuminating light on the subject, inasmuch as they give ample evidence that at least one of the causes mentioned had much to do with the high aititudes reached by snugar, flour, teas and other staples.

All Wanted Sugar and Flour.

"I have been doing all in my power," declared one dealer, "to stop the rush on the part of the public. The extra demand came not so much from my own customers whom I was personally able to advise, as from people with plenty of means, and with whom I have just a passing acquaintance. It does not appear to me that there has been any necessity for undue alarm, and in every case I have advised against heavy purchases. Everybody was of course after sugar and flour. They wanted three or four hundred of sugar and three or four barrels of flour whereas formerly their demands were limited to a dollar's worth of sugar and a fifty-cent bag of flour. This abnormal demand soon depleted our stocks and those retailers who filled all demands went into the wholesale market at one and the same time for sugar and flour. Naturally supply failed to meet the demand for manufacturers were unprepared for any such contingency. The inevitable result was a rapid rise in prices."

"A medical doctor came into the store shortly after the outbreak of the war," remarked another dealer, "and began looking around the store as if he had just casually dropped in to make a few unimportant purchases. He is not a regular customer, but occasionally bought a basket of fruit at the front. I should say he is a man reputed to be worth four hundred or five hundred thousand dollars.

"He came up to the counter and asked me if I had any currants and raisins. I said I had, but I knew all the time what he was fishing for. He looked at them and decided to take a couple of dollars' worth apiece. Then he came to the point. 'What is sugar selling at today?' he asked.

"It was just after the first advance of 10 cents, and I quoted him $5.25 a hundred. 'Isn't that a little high?' he wanted to know. I told him that in view of the demand and because I must protect my regular customers I could not afford to sell any cheaper. He wanted a couple of sacks of the sugar, but he was also anxious to get some flour. This, however, I could not spare him in any quantity at the time, and he wouldn't take the one without the other. Of course that was only his excuse to get out without the sugar, which he concluded was too high.

"He told me afterwards he purchased the sugar farther up the street at $5, so I lost the sale simply because I was determined to protect my customers and stop the rush. It was undoubtedly the mad race for sugar and flour that rushed prices up so rapidly."

Another grocer tells of a customer purchasing a whole box of tea containing thirty pounds. Her average purchase is only a pound at a time which lasts two weeks. "That thirty-pound box," he added, "will last her more than two years and by that time the tea will have lost considerable of its strength and flavor."

Worrying the Dealer.

"We have been almost worried to death over the phone," was the statement of another, "by people who ordered four and five barrels of flour, part of which we had not been able to deliver immediately. These people ordinarily purchase only in small quantities, and with such an extraordinary demand, and in view of the demand from other sources it was only natural that we should experience difficulty in filling it

STEADY THE BUFFS.

In this hour of trouble with the nations of Europe flying at one another's throats, it behooves those of us not engaged in the giant struggle to remain cool. Now is not the time when any of us should attempt to gain an advantage over our fellow men; yet if we look back over the past two or three weeks and see the upheaval of grocery prices from this very cause there is every evidence of a selfish stampede.

A story is told of a British general in the Crimean War who commanded his men on a certain occasion to "steady the buffs"—and they steadied them. There is ample testimony that in the present crisis the men upon whom rests the responsibility of carrying out gigantic issues successfully are among the coolest of the world's individuals. While they are straining every energy to "steady the buffs" and eventually to bring about an everlasting reign of peace and prosperity, it is the duty of the rest of us to do our utmost in lifting up our fellow-men and in maintaining normal conditions. In this way we can do our little share in "steadying the buffs" and in assisting those whom the present unfortunate crisis have not left in the most affluent circumstances. It is the duty of the retail trade to "remain steady under fire" and not to be carried away by any stampede on the part of the public.

at once. The millers of eourse were in the same boat and quite naturally priees began to soar. Why, we have now to go to the mills ourselves with our own delivery wagons and get the flour. To do this the delivery men have to get up an hour or two earlier in the morning, so that the line up ahead of them at the mill will not be too long when they get there. This means that our system has become disorganized and at the same time we are doing all we can to allay the apprehensions of the people."

"What the people are going to do with all the flour is more than I can tell," observed one members of the trade, when discussing the matter with the Canadian Grocer representative. "Some of our eustomers insisted on laying in five and six barrels, and I'm sure they do not know the first thing about storing it. The chances are a large part of it will never be fit to use, and that they will lose more than if they had bought at the regular market price from time to time."

One Woman Wanted Three Hams.

Just what a small family is going to do with three hams is something few of us can appreeiate. Yet, one grocer states that this was the demand of one of his eustomers. He advised against the purchase, pointing out judiciously that it would be folly to lay in sueh a store at one time without the proper facilities for storing.

To give another illustration of what the trade is doing to relieve the pressure and steady things, the experienee of a grocer who was ealled up on the phone by one of his eustomers at a summer resort might be eited. She had seen in the papers that everything was going up, and wanted to order a stock while things were yet reasonable. "I told her," he said, "that there was no occasion to worry, that it was principally the seare on the part of the publie that was foreing up priees. I quieted her down eonsiderably and persuaded her to wait until she returned home when we could talk over the situation."

A ease is known where one woman bought 50 lbs. of rice from her grocer. But the most ridiculous instance of the stampede that has yet come to our attention was the purchase of $4 worth of metal polish, which was included in a $40 order, as referred to in last week's issue.

One large firm is refusing to supply sugar in more than $1 quantities. When a eustomer phones for sugar in bags or barrels, it is pointed out that their delivery and store staff cannot handle large orders for the time being. The clerks also soothe as much as possible the anxieties of the publie by declaring there is no reason for any panic.

WHY FOOD PRICES ADVANCED

The war "extras" with their seare headings stampeded the people into heavy purchases.

HIGH COST OF CABLING.

One pleasing feature of the trade this week was the fact that some eables were passing between here and the Mediterranean, and even with Colombo in India. But it is expensive business eabling these days on account of the fact that no code messages are allowed to be sent to or from any place.

Canadian Grocer was shown one eable from Patras, Greece, on the currant situation, whieh cost the sender about $12. It contained 32 words. Another one eontaining 54 words was seen, which had been sent to Colombo, Ceylon. The rate is 74 eents per word, whieh means the eable cost the sender praetically $40. If these messages eould be sent in code form, the cost would be very much reduced, but in times of war the Governments naturally want to see everything that goes over the wires.

LONDON GROCERS TO HOLD PICNIC.

London, Aug. 20 (Special). — The executive of the Retail Grocers' Association held a meeting Monday, Aug. 17th and decided to hold a pienie at Springbank Park on Wednesday afternoon, September 2nd. The London grocers are noted for puttting on the best pienie of the season, and they hope to surpass all previous efforts. Invitations will be sent to the offieers of the Toronto, Hamilton and Brantford Assoeiations. There will be a danee in the evening at the Springbank Pavillion. Seotch and Irish dancing in costume, baseball between the clerks and bosses, watermelon contest, boxing in barrels and other special features. The Sports Committee consists of Harry Ranahan, Geo. Ecclestone, Harry Hooper, Gordon Drake and E. J. Ryan; Reeeption Committee: Thos. Shaw, Pres., A. W. Palmer, J. A. McFarlane and Harry Ranahan. Invitation Committee: Pres., A. W. Palmer, Sec. Harry Harley, Geo. H. Ellis and Thos. Shaw.

A good orchestra will be on hand for the occasion.

Just as Canadian Grocer was going to press the T. H. Estabrooks Co. anannounced an advanee in Red Rose Tea. The priee is up 5c all round to the retail trade and to the wholesale trade 4c on the former 30c grade and 5c on others. This eompany feels that at present time the situation warrants a change to this extent.

Apart from Tea Grocery Markets are Quieter

Embargo Not Lifted in Great Britain, and Stocks Are Getting Lower—One Firm Advances Package Teas 10 Cents—Rice and Bean Markets Firm—Many Changes in Price This Week Again.

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—

Flour remains firm.
Bran, oat and barley chop higher.
Rolled wheat and corn meal advance.

FISH AND OYSTERS—

Imported varieties dearer.
Salt and dried varieties may be cheaper.
Domestic shell oysters to be plentiful.

FRUITS AND VEGETABLES—

Lemons maintain high prices.
Tomatoes getting cheaper.
Raspberries are about through.

PRODUCE AND PROVISIONS—

Cooked meats up a cent.
Barrelled pork again advauces.
Eggs are higher in price.
Butter and cheese firm.

GENERAL GROCERIES—

Sugar very scarce.
Tea advances 10c.
General tendency for firmer prices.
Quotations on a better basis.

ONTARIO MARKETS.

PRODUCE AND PROVISIONS—

Hams, bacon, backs and lard advance.
Hogs lower than week ago.
New cheese quoted higher.
Honey yield not large.
Butter advances again.

FRUIT AND VEGETABLES—

Lemons advance to $7 a case.
Canadian early peaches arriving freely.
Tomatoes on the decline, with larger receipts.
Potato prices holding up.

FLOUR AND CEREALS—

Flour easier than week ago.
Export demand for rolled oats.
Rolled wheat 25c higher.

GENERAL GROCERIES—

Currants advance 2c; peels up 2c; dates a cent higher, and Valencia and Sultana raisins up 1 and 2c.
Cream of tartar up to 50c.
One firm advances sugar another 50c.
Package tea advanced by one firm 10c per lb.
Allspice and peppers higher.
Beans getting scarce.

MANITOBA MARKETS.

GENERAL GROCERIES—

Shelled walnuts 50c.
New rice will be up.
Bean stocks low, and prices are getting high.
All coffees teuding upward.
California raisins to be cheaper.
Sugar hard to buy.
Cane syrups withdrawn.

FLOUR AND CEREALS—

Rolled oats up 40c bbl.
Flour sells freely at high prices.

FRUIT AND VEGETABLES—

Crab apples and pears in.
Lemons advance again.
California pears and peaches down.

PRODUCE AND PROVISIONS—

Meat prices firm.
Butter receipts dropping off.
Large cheese 16c, twins 16¼c.

QUEBEC MARKETS.

MONTREAL, Aug. 20.—Developments of the week indicate that there has been a settlement to some extent, and while there has been no improvement in the situation, and rather the contrary so far as actual conditions are concerned, the big spread in prices has disappeared, and business seems to be on a more satisfactory basis. While in this adjustment there have been a few quotations which have come down, the general tendency has been upward, and it would appear that the men who took the step for higher prices had foresight, or were the better guessers. Freight rates, embargos, insuranee, exchange, etc., all are working for higher prices for foodstuffs, but there has been a little falling off in the feverish demand and this seems likely to continue until business may feel the influence of the war in the other direction, just as they have been felt in other lines.

The rush of the public continues, somewhat abated, for flour and sugar, and the former is rather hard to understand, for the Canadian people should always have flour at a reasonable price, and an advance of even a dollar a barrel is not so very significant in proportion to the amount consumed in the ordinary household. It is almost impossible to secure sugar, and there is a difference of a dollar a barrel between the different quotations of the refiners; some wholesalers are on the $5.05 basis, and others $5.55, while reports of much higher prices being paid are heard of in the trade.

The prices which have been brought down here are for nuts and European dried fruits, while in almost every department the low level has been advanced.

SUGAR.—The sugar market has probably never been in a more unsettled state than it is to-day. There is absolutely no foundation for prices, and the quotations which are given represent the figures of only one of the three large firms represented in the business in Eastern Canada. One of the others has a price on a basis of half a cent a pound under, and the other has raised its rates the same amount above—in other words, there is a spread of a cent a pound between the prices which are being charged the wholesaler. As to the prices which the retailer is paying, they will depend on what his needs may be, and what he is prepared to pay. The man with sugar to-day can get practically anything within reason that he cares to ask for it. The refiners have small stocks on hand, and they are filling orders in the most cases which were taken under the present figures. One of the big companies had an offer of 6c a pound from New York for their entire stock and refused on the ground that the regular trade must be protected. In New York the price being paid is about 7½c a pound. Wholesalers find themselves in the position of not being able to get anything for their customers—in some cases the prices have been raised, and in others the trade is being protected; there is no fixed arrangement. There does not appear to be any rift in the clouds either so far as the immediate future is concerned, for nothing is coming forward.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	5 05
20 lb. bags	5 15
2 and 5-lb. cartons	5 35
Second grade, in 100 lb. bags	4 90
Yellow Sugars—	
No. 3	5 00
No. 2	5 10
No. 1	4 65
Extra Ground Sugars—	
Barrels	5 45
50 lb. boxes	5 75
20 lb. boxes	5 85
Powdered Sugars—	
Barrels	5 45
50 lb. boxes	5 65
25 lb. boxes	5 65
Paris Lumps—	
100 lb. boxes	5 80
50 lb. boxes	6 00
25 lb. boxes	6 10
Crystal Diamonds—	
Barrels	5 85
100 lb. boxes	6 00
50 lb. boxes	6 10
Cartons and half cartons	7 15
Crystal Dominoes, cartons	7 25

DRIED FRUITS.—The after effects of the recent flurry are noticeable in the market for dried fruits, where adjustments have been made which place this department on a better basis in relation to the existing conditions. Dates are lower in price. American fruits are generally weaker, but there have been no reductions in prices. The influence is that the United States is an exporter of dried fruits and there have been interferences with the routes of commerce of a serious nature which have counteracted against the natural advance in foodstuffs.

EVAPORATED FRUITS.	Per lb.	
Apples, 50-lb. boxes	0 11	0 11½
Nectarines, choice	....	0 11
Peaches, choice	0 09	0 09½
Pears, choice	0 14	0 15
Apricots	0 16	0 20
DRIED FRUITS.		
Candied Peels—		
Citron	0 16	0 20
Lemon	0 13½	0 14½
Orange	0 11½	0 15½
Currants—		
Amalias, loose	0 07	0 11
Amalias, 1-lb. pkgs.	0 08½	0 12½
Filiatras, fine, loose	0 07	0 11
Dates—		
Dromedary, package stock, per pkg..	0 10	0 13½
Fards, choicest	0 11	6 14½
Hallowee, loose	0 05½	0 08
Hallowee, 1-lb. pkgs.	0 07½	0 09½

Figs—		
Finest, 6 crown, about 12 lbs.	0 13	0 13½
Same fruit, 5 and 4 crown, 1 and 2 cents less.		
Prunes—		
40 to 50, in 25-lb. boxes, faced	0 12½	0 13
50 to 60, in 25-lb. boxes, faced	0 11½	0 12
70 to 80, in 25-lb. boxes, faced	0 10	0 10½
80 to 90, in 25-lb. boxes, faced	....	0 09½
95 to 180, in 25-lb. boxes, faced	0 06	0 06½
60 to 70, in 25-lb. boxes, faced	0 10½	0 11
Raisins—		
Malaga table, box of 22 lbs., according to quality	5 00	6 60
Muscatels, loose, 3 crown, lb.	....	0 08½
Sultana, loose	0 14	0 16
Lower grades Sultana, 1 lb. pkgs.	0 15	0 18
Valencia, new	0 06	0 06½
Seeded, fancy	....	0 10½
Seeded, choice	....	0 10

Prices quoted on all lines of fruits liable to be shaded for quantities, according to the state of the market.

DRIED VEGETABLES—While the top of the market for dried vegetables remains the same, the steadying influenee of the week is seen here in the faet that although the bottom of the list is moved up, the house whieh took the lead in advaneing priees a week ago has now eome to the lower figures, and others may be expeeted to follow.

Beans—		
Hand picked, per bush.	3 70	4 45
Canadian white, per bush.	3 60	4 20
Yellow, per bush.	3 85	4 50
Yellow eyes, per bush.	4 35	5 00
Lima, per lb.	0 10	0 11
Peas, per bushel	3 40	3 50
Peas, Imperial green, per bush.	3 50	3 60
Barley, pot, per bag	3 50	4 50
Barley, pearl	5 00	6 00

NUTS—There is some falling off from the high point in the market for nuts, and lower priees are quoted for almonds and walnuts, both in shell and out. This has been due to the evening up of priees following a fuller eonsideration of the faetors likely to influence the eosts.

Shelled walnuts, per lb.	0 50	0 52
Shelled almonds, 28-lb. boxes, per lb.	0 52	0 54
Finest filberts	0 14	0 20
Pecans—		
3 crown	0 17	0 18
Large	0 18	0 20
Giants	0 21	0 22
Almonds	0 20	0 25
Walnuts, Grenoble	0 16	0 27
Brazils, new	0 14	0 16
Peanuts, No. 1, 13c; No. 2	....	**0 11**
Peanuts, No. 3(9½c; No. 4	....	**0 09**

RICE.—The strength of the position of riee has beeome more pronouneed during the week and while the mills are on the same basis, still higher priees are to be looked for. The increased eosts of transportation, war insurance, exchange, ete., are the faetors, while there has been the additional reason for apprehension in the eontinuance of the embargo in England, for there are shipments whieh were going forward to that port for this eountry, and undoubtedly these will now be held up. Demand in the trade is likely to ehange the basis quoted here.

Rangoon Rices—	Per cwt.
Rangoon "B"	4 00
"C.C."	3 90
India bright	4 15
Lustre	4 25

Fancy Rices—	Per cwt.
Polished	5 50
Pearl	5 60
Imperial Glace	5 90
Sparkle	6 10
Crystal	6 10
Snow	6 39
Ice drips	6 45
Carolina head	8 10

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).

Imported Patna—	Per lb.	
Bags, 224 lbs.	0 06½	0 07⅜
Half bags, 112 lbs.	0 06¼	0 06½
Quarter bags, 56 lbs.	0 06⅜	0 06⅝
Velvet head Carolina	0 10	0 11
Sago, brown	0 05	0 06½

MOLASSES.—There is a further advance of 2e a gallon for molasses, but this is not surprising in view of the high price of sugar. Conditions really warrant higher priees in this department, but the fact remains that there are good stoeks in hand, and that no further eonsignments were eounted on in any event before the end of the year. The higher priee of corn and the general trend of conditions has been responsible for an advance in corn syrups, the change amounting to ¼e a gallon in barrels.

Barbadoes Molasses—	Prices for Island of Montreal. Fancy.	Choice.
Puncheons	.35	.33
Barrels	.38	.36
Half barrels	.40	.39

For outside territories prices range about 3c lower per gallon than for delivery, Island of Montreal.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—		
Barrels, per lb., 3¾c; ½ bbls., 4c; ¼ bbls.		0 04¼
Pails, 38½ lbs., $1.95; 25 lbs.		1 40
Cases, 2 lb. tins, 2 doz. in case		2 65
Cases, 5 lb. tins, 1 doz. in case		3 00
Cases, 10 lb. tins, ½ doz. in case		2 90
Cases, 20 lb. tins, ¼ doz. in case		2 85
Maple Syrups—		
Pure, per 8½ lb. tin		**0 75**
Pure, in 15 gal. kegs, 8c per lb., or per gal.		**1 00**
Maple sugar, pure, per lb.	0 10	0 11

SPICES.—During the week the spiee market has recovered from eonditions whieh were temporarily of a panieky nature, with the first shoek of the war, and priees are on a much more solid basis, although the eonditions as regards loeal supplies in different eentres, and in the hands of different wholesalers may be responsible for priees whieh will be above the quotations set down here. Cream tartar is praetieally out of the market, and the priee has advaneed to above forty eents for what is available. Cayenne chillies, too, are praetieally off the market, and it is questionable if orders ean be filled. Generally speaking, there has been an advanee of five to ten eents a pound throughout the list with some exeeptions — allspice, eassia and curry powder have not been affeeted, and ginger and white peppers to a less extent.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins, dozen.
Allspice	0 15—0 18	0 60—0 70	0 70—0 80
Cassia	0 22—0 25	0 72—0 90	0 80—0 90
Cayenne pepper	0 30—0 35	1 02—1 15	1 10—1 25
Cloves	0 35—0 40	1 15—1 30	1 25—1 40
Cream tartar	0 40—0 45	1 35—1 60	....—....
Ginger, Cochin	0 21—0 23	....—....	....—....
Ginger, Jamaica	0 25—0 30	0 90—1 05	0 95—1 10
Mace	0 85—1 10	....—....	....—....
Nutmegs	0 30—0 35	1 02—1 20	1 10—1 25
Pepper, black	0 23—0 25	0 80—0 90	0 90—1 00
Pepper, white	0 31—0 32	1 05—1 10	1 10—1 20
Pastry spice	0 25—0 32	0 85—1 10	0 95—1 15
Pickling spice	0 20—0 25	0 75—0 90	0 80—0 95
Turmeric	0 20—0 22	....—....	....—....

Lower prices for pails, boxes or baliers when delivery can be secured.

Cardamon seed, per lb., bulk	2 00	2 50
Carraway—		
Canadian	....	0 12
Dutch	....	0 20
Cinnamon, Ceylon, lb.	....	0 60
Mustard seed, bulk	0 18	0 22
Celery seed, bulk	0 35	0 45
Cayenne chillies	0 25	0 30
Shredded cocoanut, in pails	0 20	0 25

COFFEE—Coffee does not seem to be much affeeted by the war eonditions and is not likely to feel any direet influenee. The market, however, is firm, and there are advanees of a eent a pound for Maricaibos and Santos.

Coffee, Roasted—		
Bogotas	0 27	0 30
Gautemala	0 26	0 28
Jamaica	0 24	0 25
Java	0 32	0 35
Maricaibo	0 26	0 27
Mexican	0 28	0 30
Mocha	0 30	0 32
Rio	0 20	0 22
Santos	0 24	0 25
Chicory, per lb.	0 12	0 13

BULK TEAS. — While there are changes almost every hour in the tea situation, it might be said that there has been no material alteration in the situation since a week ago. The British Government continues the embargo; war risks and exehange are expensive, and now eomes the seizure of boats whieh were being used to transport tea to England. The result has been that there are still further advances to record, and the total inereases are now from 6e to 9e a lb. with short stoeks and no prospeet of supplies eoming forward; Ceylons are now over 20e at the lowest figure. The tea markets are praetieally elosed, and only limited orders are being aeeepted, and then at open priees. Even with an opening of the trade routes to England, there is the faetor that the Empire is enforeing the embargo on foodstuffs, and this is serious when it is eonsidered that perhaps two-thirds of the Ceylon and Indian teas shipped to this country eome through that port.

PACKAGE TEAS.—The Salada Tea Co. have advaneed priees 10c per lb. England is enforeing the embargo and supplies eannot be had. It is believed that there are only about six weeks' supply of tea in the country, and no matter how soon transportation is resumed, there will nevertheless be a shortage on account of the time already elapsed in whieh there have been no shipments reeeived. The tea eompanies proteet the grocer in the ehange of prices and sales ean be made at the quotation on the paekage without fear of loss on any stoeks that may be held when there are reduetions in foree.

MACARONI AND VERMICELLI. — Adjustments have been made in the prices of alimentary pastes, and macaroni is now selling on a basis of 10e, which is two eents under the quotation of a week ago. No doubt the aetion of Canadian manufacturers in advertising goods at the old prices has had an effeet here.

FRENCH GOODS.—No further advances have been announeed in the prices for eanned Freneh vegetables, but they are very firm with the embargo in foree in that eountry. Wines also are on the same basis. It might be pointed out that communion wine, the purest of all kinds imported, has only been advanced 50c a gallon, as eompared with $1 for other kinds.

WOODENWARE AND BROOMS. — The market for woodenware and brooms has been rather weak since the outbreak of the war. Prices remain the same.

ONTARIO MARKETS.

Toronto, Aug. 20.—That the retail trade never experienced two more lively weeks in midsummer than last and the week previous is beyond question. The majority of them when asked how business was, replied: "Why, every day was just like Saturday to us." This has been the general experience in view of the great rush on the part of the public for foodstuffs. There was surely a panic, if only a mild one, and the retail grocer was the man to get a good share of the benefit. Of course, there will sooner or later be a reaction, for a great many of the biggest retail purchasers of foodstuffs have sufficient supplies to last them a considerable period. Wholesalers have naturally been busy, and in some cases it was difficult for them to spare the time to discuss the market situation.

The rush this week is for tea. There is every likelihood that if the embargo is not lifted on tea in Great Britain there will soon be a serious shortage, as stocks of packers are getting pretty well confined. Some firms have sold out of some of their grades, and one advanced prices of package teas 10 cents per pound.

TEA.—The situation in the tea market so far as Canada is concerned, changed materially when it was discovered that the lifting of the embargo on tea in the Old Country was indefinitely deferred. During the past two weeks we announced advances in the bulk teas only of around 6 cents per pound. Since then one package tea firm has advanced prices. This is the Salada Tea Co., the advance being 10 cents per pound. This company had received a cable at the beginning of last week to the effect that the embargo would in all probability be lifted, and it was expected that as soon as this occurred tea would ease off in price, as there was considered to be a great deal more in London than required. The few teas arriving now are much higher in price in view of the war. Freight is away up, war risks are charged and exchange is over $5 a pound sterling. Business in Calcutta and Colombo has practically ceased, there being no exchange to be bought on and little or no tea going to England. That is the probable reason why the British Government has not lifted the embargo.

Minto Bros. have sold out their 30c Melagama and Minto package teas on account of the keen demand the past few weeks. They have made no advance in prices, their 40-cent and higher priced package tea being sold to the trade at the same prices as heretofore. The T. Lipton Co. haven't advanced their package teas at time of writing.

Canadian Grocer was shown a statement to the effect that J. E. Morse & Co., of Halifax, N.S., have sold their stock of 30-cent tea, and that they have only sufficient stocks of the higher-priced teas to last them another week. They were selling only the usual quantity to any one person and at the old prices. These facts indicate a serious shortage, and even if the embargo is lifted soon, it will be some time before packers are in a position to meet their regular demands, as no stocks have been coming forward.

COFFEE.—Many of the coffee men were anticipating that the Canadian Government would put a war tax on coffee among other foodstuffs, but the opening session of Parliament would indicate that for the present a war tax is not coming. Coffee may, therefore, not go very much higher unless the happenings of the future make is necessary to put on the tax. Rios and Santos are firm and higher.

Coffee, Roasted—		
Bogotas	0 25	0 27
Guatemala	0 26	0 28
Jamaica	0 24	0 25
Java	0 30	0 32
Maricaibo	0 25	0 26
Mexican	0 25	0 27
Mocha	0 29	0 39
Rio	....	0 20
Santos	0 22	0 23
Chicory, per lb.	0 10	0 12

SYRUPS AND STARCH.—Owing to the advance in the corn market, corn syrups, corn and laundry starches have gone up, as stated in last week's issue. Laundry starch went up a quarter of a cent a pound generally, although in some instances no advances were made. Culinary starch went up a half cent. Corn syrups in tins are higher by 15 cents a case; and in barrels, half and quarter-barrels, a ¼c a pound.

	Per case.	
Syrups—		
2 lb. tins, 2 doz. in case	....	2 65
5 lb. tins, 1 doz. in case	....	3 00
10 lb. tins, ½ doz. in case	....	2 90
20 lb. tins, ¼ doz. in case	....	2 85
Barrels, per lb.	....	0 03¾
Half barrels, lb.	....	0 04
Quarter barrels, lb.	....	0 04¼
Pails, 38½ lbs. each	....	1 95
Pails, 25 lbs. each	....	1 40
Molasses, per gallon—		
New Orleans, barrels	0 26	0 28
New Orleans, half-barrels	0 28	0 30
West Indies, barrels	0 22	0 24
West Indies, half barrels	0 24	0 26
Barbadoes, fancy, barrels	0 45	0 48
Barbadoes, fancy, half barrels	0 47	0 51
Maple Syrup—Compound—		
Gallons, 6 to case	4 40	4 80
½ gals., 12 to case	4 70	5 40
¼ gals., 24 to case	4 70	5 40
Pints, 24 to case	2 50	3 00
Maple Syrup—Pure—		
5 gallon cans, 1 to case	6 45	6 60
Gallons, 6 to case	6 60	8 00
½ gallons, 12 to case	6 95	7 25
Quarts, 24 to case, in glass	7 00	7 25
Pints, 24 to case	4 00	5 90
Maple Sugar—		
Pure, per lb.	....	0 12½
Maple Cream Sugar—		
24 twin bars	....	1 80
40 and 48 twin bars	3 60	4 85
Maple butter, lb. tins, dozen	....	1 90

NUTS.—It was only natural that the war should affect prices of nuts. We secure a large portion of our supplies of almonds and walnuts from France, and now since the country is at war and the harvest about ready to garner, there is bound to be a shortage. Holders of old nuts have advanced prices. Shelled walnuts are up again about 10 cents a pound; shelled almonds the same; walnuts in shell are higher from a cent to 2 cents, and almonds in shell a cent. Brazil nuts are up a cent, and filberts 2 cents. While stocks of French nuts will be short for Christmas, there will be others on the market, but, of course, the prices of them will be higher than usual.

	Per lb.	
In shell—		
Almonds, Tarragona	0 20	0 20½
Brazils, medium, new	0 12	0 13
Brazils, large, washed, new	0 13	0 14
Chestnuts, peck	1 75	1 90
Filberts, Sicily, new	0 14	0 15
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 10½	0 11
Peanuts, fancy, roasted	0 09½	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	0 19	0 20
Walnuts, Bordeaux	....	0 18
Walnuts, Marbots	....	0 19
Shelled—		
Almonds	....	0 60
Filberts	....	0 27
Peanuts	0 11	0 12
Pecans	0 56	0 60
Walnuts	0 50	0 55

DRIED FRUITS.—Spot stocks of Mediterranean dried fruits are getting into small compass and prices are up. Wholesalers have marked up peels 2 cents; currants are a couple of cents higher; dates are all advanced a cent; and Sultana and Valencia raisins are a cent and 2 cents above last quotations. It may be that the currant situation will be relieved to some extent by purchases made in Greece by brokers during the week. The trouble up to the present has been the fact that the goods could not be paid for, and also that shipments could not be made. One broker cabled for prices and advise on making payment, and was informed that currants were being quoted the same as before the war, and that if the bank in New York cabled the bank in Patras that it had the funds available from the importer they would cash a draft. A large quantity was purchased on this basis, and the broker is in hopes of getting them through. Of course, war risks, insurance, higher rate of exchange, and extra freight would make prices higher here than before. Other brokers expect to be able to make payments soon by way of London, and just before going to press it was stated that such could be done. This would indicate that business is working again to a normal basis.

Apples, evaporated, per lb.	0 10½	0 11
Apricots—		
Standard, 25 lb. boxes	0 16½	0 18
Choice, 25 lb. boxes	0 18	0 18½
Fancy	0 22	0 24
Candied Peels—		
Lemon	0 12	0 14
Orange	0 12	0 14
Citron	0 18	0 19
Currants—		
Filiatras, per lb.	0 09½	0 10
Amalas, choicest, per lb.	....	0 10
Patras, per lb.	....	0 10½
Vostizzas, choice	....	0 12
Vostizzas, shade dried	0 13½	0 14
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09½	0 10½
Fards, choicest, 60-lb. boxes	0 09	0 09½
Package dates	0 08½	0 10
Hallowees	0 06¾	0 07
Prunes—		
30-40s, California, 25 lb. boxes	0 14	0 15
40-50s, 25 lb. boxes	0 13	0 14
50-60s, 25 lb. boxes	0 12½	0 12¾
60-70s, 50 lb. boxes	0 10½	0 11
70-80s, 50 lb. boxes	0 10	0 10½
80-90s, 50 lb. boxes	0 09½	0 10
90-100s, 50 lb. boxes	0 08	0 08½
25-lb. boxes, ¼c more.		
Peaches—		
Standard, 50-lb. boxes	0 08	0 08½
Choice, 50-lb. boxes	0 09	0 10
25-lb. boxes, ¼c more.		
Raisins—		
Sultana, choice, new	0 10	0 11
Sultana, fancy, new	0 12	0 14
Valencia	0 10½	0 12
Seeded, fancy, 1 lb. packets	0 10½	0 11
Seeded, choice, 1 lb. packets	....	0 10
Seeded, choice, 12 oz.	....	0 08½
Seedless, 16 oz., packets	0 10½	0 11
Seedless, 12 oz. packets	0 08½	0 09

BEANS.—Dry beans are rapidly narrowing down in stocks. Prices are up

again this week, and beans to the retail trade are now from $3.50 to $4 per bushel. Holdings are not at all large, but it should be taken into consideration that this is naturally the tail end of a season, and in a couple of months' time our next crop will be on the market. Buying for the present trade should be the order of the day. Dried peas are also higher. Inquiries have come from New York to Toronto brokers for quotations on peas, which means a strong market situation.

Beans—	Per bushel.	
Canadian primes	3 50	4 00
Yellow eyes	3 00	3 25
Brown	....	3 25
Lima, per lb.	0 11	0 12
Peas, blue, Canadian, per bush	2 75	3 00
Peas, whole, white, per bush	2 75	3 00

SPICES.—Our forecast of the cream of tartar market has been well borne out. As soon as it was assured that France would be engaged in the war we pointed out that this line would surely advance, as practically all of our cream of tartar comes from that country. Local holders have again advanced prices to around 50 cents per pound. The price prior to the war was about 33 cents, so the advance so far is 17 cents. Allspice is higher this week, as well as white peppers.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	....—0 12	....—0 18
Allspice, whole	....—....	....—0 17
Cinnamon, whole	....—....	0 21—0 26
Cinnamon, ground	0 18—0 19	0 21—0 26
Cinnamon, Batavia	....—....	0 26—0 36
Cloves, whole	....—....	0 28—0 33
Cloves, ground	0 21—0 26	0 31—0 33
Cream of tartar	0 19—0 27	....—0 50
Curry powder	....—....	....—0 27
Ginger, Cochin	0 14—0 17	0 20—0 23
Ginger, Jamaica, ground	0 17—0 20	0 24—0 27
Ginger, Jamaica, whole	....—....	0 24—0 27
Ginger, African, ground	....—....	....—0 18
Mace	....—....	0 80—1 05
Nutmegs, brown, 64s, 52c; 80s, 42c; 100s	....—....	....—0 37
Nutmegs, ground, bulk, 47c; 1 lb. tins	....—....	....—0 57
Pastry spice	....—....	....—0 27
Peppers, black, ground	0 12—0 16	0 19—0 22
Peppers, black, whole	....—....	0 20—0 22
Peppers, white, ground	0 17—0 25	0 31—0 35
Peppers, white, whole	....—....	0 29—0 31
Pepper, spice	....—....	....—0 17
Turmeric	....—....	0 20—0 28

RICE AND TAPIOCA.—Firmness still prevails in rice, tapioca and sago. There has been an extraordinary demand for these lines in view of the war, and prices have gone up about a dollar a hundred. In some cases more has been paid. When the consuming public purchase rice in quantities of 50 pounds, as compared with a pound or a quarter's worth before, the effect on prices is easily seen.

Rice—		
Rangoon, per lb.	0 04	0 05
Rangoon, fancy, per lb.	0 05	0 06
Patna, per lb.	0 06	0 07½
Japan, per lb.	0 06½	0 08
Java, per lb.	0 07	0 08
Carolina, per lb.	0 11	0 12½
Sago—		
Brown, per lb.	0 06	0 06½
White, per lb.	....	0 06
Tapioca—		
Bullet, double goat	....	0 [illegible]½
Medium pearl	0 05½	0 06½
Seed pearl	0 06	0 06½
Flake	....	0 10½

CANNED GOODS.

MONTREAL.—The market for canned goods remains the same as a week ago, no further advances having been made. It is noted that while there is a big run on flour and sugar, canned goods seem to be neglected, and this may be the reason that prices are holding. With Great Britain coming into this market for foodstuffs the prices for all canned fruits, vegetables, fish, etc., may be expected to go higher.

TORONTO.—Prices on new pack salmon will likely be out at the beginning of next week. As we have been pointing out for some time, prices will be much higher than the opening quotations of a year ago; just how much cannot definitely be stated, but many expect them to be at least from 20 to 25 per cent. above. That would mean that best sockeye would open at around $2.35 or $2.40.

No new prices have yet been issued on this year's canned peas, but these are anticipated soon. Between 90 cents and $1 is the guess for standards, and probably nearer the latter. Prices on old peas are now 87½ cents, as compared with the opening figure of 82½ cents last year. This time a year ago the prices were out, but the unsettled conditions due to the war have no doubt been responsible for the delay.

A Toronto wholesale house has had inquiries from a Halifax concern for prices on a quantity shipment of canned goods, and it is believed here that these are for the naval department and the garrisons in the East.

Canned meats are away up and prices with some firms withdrawn.

MANITOBA MARKETS.

WINNIPEG, Aug. 19.—Chief excitement is due to sugar which only some of the refineries seem able to supply at the moment. One refinery has withdrawn its prices from the market for a time to be able to catch up; the others are quoting prices, but are unable to deliver. Higher prices can be anticipated. Flour remains at prices quoted last week, and is selling freely. Rolled oats advanced from $2 to $2.40.

All canned meats have advanced, and reports show than canned fruits and vegetables will advance in sympathy. Business is too good, as people are buying more than they require because of the war scare. Some consumers are buying enough sugar and flour to last them two years, which is ridiculous. This is the cause of the present boom, and is causing the retailer, the wholesaler, and the manufacturer to raise their prices in order to reduce the demand.

One large retail firm here, states that talk of famine prices is out of order. The advance in sugar, he states, is due to beet crops in the war area being neglected. Consequently jam has advanced. Sugar is the only commodity about which the consumer need be concerned. So long as Britain is able to keep her trade routes open, the advance in flour will not exceed 20 per cent., he thinks. Owing to housewives laying in large supplies of sugar, the refineries were limiting their supplies, which compelled price advances. Nearly all staple lines had shown an advance of at least 10 per cent.

Canadian starch has advanced in all grades, and there is every chance of a further advance on account of the exceptionally high corn market. Corn starch advanced ½c lb., and all other starches ¼c. Spices have all advanced, principally cream of tartar.

Of three Canadian refineries, one is selling at 5c, but their supply is limited; another gives $5.40 as its price, but have limited their supply in an effort to cut down the demand; the third, reported to be selling at 6c, were temporarily off the market for a time. Refiners state their price as being so-and-so, but that they are not all filling orders. Prices are expected with some firms to be up this week, ½c per lb. Corn syrups went up 20c., and may go up another 20c during the next few days. Cane syrup prices are withdrawn, and the new list has not yet been made public. It is understood there will be an advance in the neighborhood of 25 per cent. No change in molasses or maple syrup.

	Per cwt. in sacks.
Sugar, Eastern—	
Extra standard granulated	5 50
Extra ground or icing	6 00
Powdered	5 80
Lumps, hard	6 45
Montreal, yellow	5 10
Sugar, B.C.—	
Extra standard granulated	5 40
Yellow sugar	4 75
Bar sugar	5 55
Icing sugar	5 75
Powdered sugar	5 56
H. P. lumps	5 25
Sugar packed in barrels, 5c per cwt. more.	
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	2 85
5-lb. tins, 1 doz. to case, per case	3 20
10-lb. tins, ½ doz. to case, per case	3 00
20-lb. tins, 3 tins to case, per case	2 95

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)

Molasses—	Per gal.
Barbadoes	0 49
New Orleans	0 31
Maple Syrups—	Per case.
Imperial quarts, case, 2 doz.	5 40
Imperial ½ gals., 1 doz.	5 55
New, pure, ½ gal., case	9 00
New, pure, ½ gal., quarts, case 2 doz.	9 70
New, pure, quart bottles, case 2 doz.	9 75

DRIED FRUITS.—Currants advanced again, 1 lb. packages being 9c, and 2-lb. 18c. 1-lb. Vostizzas are also up a cent, to 12c. California raisin prices will be quoted in a week lower than in past on account of new prices named by California Association. 1-lb. pgs. will be down ¼c, and 12 oz. pkgs. about the same. These prices, however, have not yet been fixed. Prunes are up 1c per lb.

Apples, evaporated, new, 25s	0 13	0 13½
Apricots, choice, 25's	....	0 15¾
Apricots, choice, 10's	....	0 16¾
Apricots, standard, 25's	....	0 14
Currants—		
Dry clean	....	0 08¾
Washed	....	0 09¼
1 lb. package	....	0 09
½ lb. package	....	0 18
Vostizzas, 1 lb.	....	0 12
Dates—		
Hallowi, loose, per lb.	....	0 05½
Hallowi, 1 lb. pkgs.	....	0 07
Farl dates, 12-lb. boxes	....	1 10
Peaches—		
Standard, 25-lb. boxes	....	0 06¾
Choice, 25-lb. boxes	....	0 07½
Choice, 10-lb. boxes	....	0 08½

Extra choice, 25-lb. boxes	....	0 08⅞
Prunes, in 25-lb. boxes—		
90 to 100	....	0 08¾
80 to 90	....	0 09¼
70 to 80	....	0 11¾
60 to 70	....	0 12¾
50 to 60	....	0 13¼
40 to 50	....	0 14¼
Raisins, Valencias—		
Extra select Valencias, 28's, box	....	2 15
Raisins, Sultanas—		
California	....	0 09¾
Smyrnas	0 08	0 12½
Raisins, Muscatels—		
3 crown, loose, 50's	....	0 08¾
3 crown, loose, 25's	....	0 09
Choice seeded, lb.	....	0 09⅝
Extra fancy seeded, lb.	....	0 10
Raisins, Australians—		
Lexias, 56-lb. boxes	....	0 08½

TEAS and COFFEES.—Tea market firm, and the wholesalers have good supplies on hand. Santos coffee in New York is up 3½ to 4c lb. All other grades show advancing tendency. No. 5 Green Rio, 14-15, Roasted Rio, 16½-17½, No. 4 Green Santos, 16¼, Roasted Santos 24½-25½. No change in chicory. Salada package tea has advanced 10c per lb. all round, and bulk teas are up from 2 to 5 cents.

Rio, No. 5, green	0 14	0 15
Rio, roasted	0 16½	0 17½
Santos, green, No. 4	....	0 16¼
Santos, roasted	0 24½	0 25½
Chicory, per lb.	0 07	0 08
Teas—		
Japans—		
Extra fine basket, fired	....	0 40
Fancy	0 31	0 35
Choicest	0 29	0 32
Choice or medium	0 25	0 29
Common	0 20	0 23
India and Ceylon—		
Broken Orange Pekoe	0 28	0 40
Pekoe	0 26	0 30
Pekoe Souchong	0 23	0 26
Souchong	0 21	0 23
China—		
Common Moning	0 18	0 18
Good Paklum	....	0 35
Keemum	....	0 50

BEANS.—Beans, peas, barley and cereals are up. Almost impossible to get beans. Understood large orders been received by Eastern growers from British and French Governments, which they have been unable to fill. Bean stocks in Winnipeg are small, and although prices have advanced as shown below, they have not advanced in comparison with growers' new prices. It is impossible to buy beans in the East to lay down here to cost less than $3.30 per bushel. On this basis, Winnipeg selling price would be 60c per bushel more than it is. Same applies to barley and peas more or less.

Beans—		
Austrian, hand picked	....	3 00
3 lb. picker	....	2 80
Cal. Lima, per lb.	....	0 06¾
Barley—		
Pot, per sack, 98 lbs.	....	3 60
Pearl, per sack 98 lbs.	....	5 00
Peas—		
Split peas, sack 98 lbs.	....	3 65
Whole peas, bushel	....	2 25

RICE and TAPIOCA.—These have advanced $15 per ton, and with the unsettled state of the market, it is impossible to say at what price the new crop will open at. It is safe to predict it will be higher.

Rice and Tapioca—		
No. 1 Japan, per lb.	....	0 05¾
No. 2 Japan, per lb.	....	0 04¾
Siam, per lb.	....	0 04¼
Patna, per lb.	0 06¼	0 06¾
Carolina, per lb.	....	0 08
Sago, pearl, per lb.	....	0 05¼
Tapioca, pearl, per lb.	....	0 05½

NUTS.—Shelled walnuts were advanced from 45c to 50c during the weakend. Other lines have not yet been affected.

Almonds, Tarragona	....	0 18½
Brazils	....	0 12½
Filberts, Sicily	....	0 13¼
Peanuts, Jumbos, roasted	0 11¾	0 14
Peanuts, choice, roasted	....	0 10½
Peanuts, fancy, roasted	....	0 11½
Pecans	....	0 20½
Walnuts, Grenoble	....	0 17
Walnuts, Marbot	....	0 14
Shelled—		
Almonds	....	0 45
Walnuts	....	0 50

Saskatchewan Crops and Market Situation

Regina, Sask., Aug. 19.—From present outlook, wheat will average 12 bushels an acre, oats 20 bushels and barley 20, according to figures given out by the statistics branch of the Department of Agriculture. About 15 per cent. of the wheat is now cut, about 10 per cent. of the oats, and about 20 per cent. of barley. Frost of from 1 to 10 degrees has been recorded throughout the province, but the damage has not been extensive, having occurred mostly in the eastern section.

Wholesalers are shutting down on credits in the city, but credit is still being extended to country merchants, as price of wheat is regarded as satisfactory, and conditions in the country are more favorable than in the cities. On the whole, conditions are better, and business is looking up.

Among the most conspicuous advances are baked beans, cornmeal, rolled oats, starches and syrups, nuts, lemons and sugar. A further advance of 20 cents has taken place on the local market in sugar. Sugar is now wholesaling for $5.77.

Austrian beans are now selling for $3 per bushel. Macaroni will now be sold one-half cent a pound higher than formerly. All starches went up a half cent per pound last week, while syrups advanced 20 cents per case. Flour, which a week and a half ago was selling for $3.05, now commands $3.35. Rolled oats have almost doubled in price, 80's now wholesaling for $2.85, where they formerly were sold for $1.95.

Canners have advanced practically all lines of canned goods. Currants, rice, peas, pearl barley, tapioca, sago, and nuts are among some of the other commodities which show an advance.

Produce and Provisions—		
Butter, creamery, per lb.	0 26	0 27
Butter, dairy, No. 1, 18c; No. 2	....	0 14
Cheese, per lb.	0 15¾	0 15⅞
Eggs, fresh, per doz.	....	0 15
Lard, 3's, per case	....	7 30
Lard, 5's, per case	....	7 25
Lard, 10's, per case	....	7 20
Lard, 20's, each	....	2 35
General—		
Beans, Ontario, per bushel	....	2 75
Beans, Austrian, per bush.	....	3 00
Coffee, whole roasted, Rio	....	0 17
Evap. apples, 50's	....	0 12½
Potatoes, new, per bushel	....	1 75
Rolled oats, 20's	....	0 68
Rolled oats, bail	....	2 36
Flour, 98's, $3.35; rolled oats, 80's	....	2 85
Rice, per cwt.	....	4 75
Sugar, standard, gran., per cwt.	....	5 77
Sugar, yellow, per cwt.	....	5 37
Walnuts, shelled, 54c; almonds	....	0 53
Canned Goods—		
Apples, gals., case, $1.61-$1.91, doz.	....	3 82
Broken beans, 2's	....	2 60
Corn, standard, per 2 dozen	....	2 21
Peas, standard, per 2 dozen	2 00	2 05
Plums, Lombard	2 10	2 21
Peaches	....	2 91
Strawberries and raspberries	....	4 20
Tomatoes, standard, per dozen	....	2 65
Salmon, Sockeye, 4 doz. talls, case, 1s	....	10 50
Red springs, 1s	....	6 70
Cohoes, 1's, $6; humpbacks, 1's	....	4 25
Fruits—		
Lemons	....	11 00
Oranges	4 00	4 75
Dried Fruits—		
Currants, per lb., 9¼c; pkg	....	0 10

ALBERTA MARKETS.

(By Wire)

Edmonton, Aug. 20 (Special).—Trade in the Edmonton district, as in the whole of Western Canada, is somewhat disorganized by the war in Europe, and prices in staples show strong advance, particularly beans, rolled oats, flour, sugar and smoked meats.

From every community in the Edmonton district comes news of the progress of the harvest. Ever since August 1 some farmers have had oats and barley cut, the yield being greater than the average. In less than two weeks, harvesting will be general.

Southern Alberta has not been so fortunate as the Central portion of the province.

Canned goods have advanced 10 to 20 per cent.; beans are up and sugar supplies are running short. Practically all imported foods are higher, and although the rush has somewhat subsided, prices are firm.

Produce and Provisions—		
Butter, creamery, per lb.	....	0 26
Butter, dairy, No. 1, 22c; No. 2	....	0 16
Cheese, per lb.	0 16	0 16¼
Lard, pure, 3's, per case	....	7 50
Lard, pure, 5's, per case	....	7 45
Lard, pure, 10's, per case	....	7 40
Lard, pure, 20's, each	....	2 43
General—		
Beans, Ontario, per bushel	2 90	3 00
Beans, Austrian	....	3 10
Coffee, whole roasted, Rio	....	0 16½
Evaporated apples, 50's	....	0 12
Potatoes, new, per bushel	....	1 20
Rolled oats, 20's	....	0 66
Rolled oats, bail	....	2 90
Flour, 98's, $3.50; rolled oats, 80's	....	2 50
Rice, per cwt.	....	4 10
Sugar, standard, gran., per cwt.	....	6 00
Sugar, yellow, per cwt.	....	5 35
Canned Goods—		
Apples, gals., case	....	1 85
Corn, standard, per two dozen	....	2 15
Peas, standard, 2 dozen	....	1 95
Plums, Lombard	....	2 20
Peaches	....	3 15
Strawberries, $4.10; raspberries	....	3 90
Tomatoes, standard, per dozen	2 45	2 65
Salmon, sockeye, 4 doz. talls, case, 1s	....	9 25
Cohoes, 1's, $6.15; humpbacks, 1's	....	3 60
Fruits—		
Lemons	7 75	9 00

NEW BRUNSWICK MARKETS.

By Wire.

St. John, Aug. 20.—Markets are steadier in last couple of days, but all lines of provisions are strong. Quotations are doubtful with many staples. A further advance in Manitoba flour is expected. Buying in sugar by consumers is lessened because of stiff advances. There are just fair stocks of flour and

sugar with local trade. Canned goods have advanced, particularly beans, which are up 30 cents a case. Molasses are higher by 5 cents gallon; coffee is 4 cents higher; and tea is on the increase. Some chocolates and cocoa are up 25 per cent; sardines (Canadian) are 25 cents higher, and foreign $1.50.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.	....	0 17
Beef, barrel	34 00	35 00
Beef, corned, 1 lb.	3 15	3 30
Beef, corned, 2 lb.	6 25	6 30
Pork, American clear, per bbl.	31 00	33 00
Pork, domestic, per bbl.	....	33 00
Butter, dairy, per lb.	0 22	0 23
Butter, creamery, per lb.	0 25	0 26
Cheese, new, lb.	0 14	0 14½
Eggs	0 23	0 25
Lard, compound, per lb.	0 11½	0 11¾
Lard, pure, per lb.	0 14¼	0 15
Flour and Cereals—		
Cornmeal, gran., 50 bbl.	....	6 00
Cornmeal, ordinary, 25-lb. bag	....	2 00
Flour, Manitoba, per bbl.	....	7 15
Flour, Ontario, per bbl., 120 lbs.	....	6 85
Rolled oats, per bbl.	....	6 50
Oatmeal, standard, per bbl., 110 lbs.	....	6 50
Fresh Fruits and Vegetables—		
Lemons, Messina, box	3 50	4 00
Oranges, Val., case	4 00	5 50
Potatoes, barrel, old	....	3 00
Potatoes, new, bushel	....	1 00
Sugar—		
Standard granulated	5 60	7 00
United Empire	5 90	6 00
Bright yellow	5 80	5 90
No. 1 yellow	5 50	5 60
Paris lumps	7 25	7 50
Red Spring, per case	7 85	8 1:
Beans, white, per bush.	....	3 00
Beans, yellow eyes, per bush.	....	4 50
Canned pork and beans, per case	....	2 35
Molasses, per gal.	....	0 32
Cream of tartar, per lb., bulk	....	0 40
Currants, per lb.	....	0 11
Rice, per cwt.	....	6 00

THE FRUIT PROSPECTS.

The Department of Agriculture of the Dominion Government, has issued its third report of the season on the fruit and vegetable crops of the country. From this it appears that the tomato prospects have suffered somewhat from the prolonged drought in many districts and the chances now are that in spite of the heavy acreage the total crop will not greatly exceed that of last year. The tomatoes, too, are ripening quickly.

From all reports it looks as if the apple yield would be good when compared with last year, the increase being given at 28 per cent. Effective spraying is working wonders towards clean fruit.

The pear yield promises to be good, likely above the medium when Nova Scotia, British Columbia and Ontario are taken into consideration.

In British Columbia the peach crop is reported good, but of course in the Niagara Peninsula apart from a few districts there will be a small amount. Some early varieties have arrived on the markets, but in the aggregate there will not be many harvested.

Ontario will not produce a very large crop of plums this year according to the Government report. In scarcely any section of the province will the yield be medium, it says. In Quebec east of Quebec city there is a fairly large crop and in British Columbia the outlook is quite bright.

Everything promises well for grapes this year. There will be an exceptionally heavy crop in the Niagara Peninsula.

Making Fish an Every Day Seller

Work Being Done in Eastern Canada to Promote Sales of This Article—An Opportunity for the Retail Grocer.

MONTREAL, Que.—In the Eastern provinces, where fish is one of the staple articles of diet, and where, instead of a rush during the Lenten season and novelty trade when certain of the fresh varieties come into the market, there is a steady business throughout the year. Effort is being made by some of the wholesalers to extend their trade on a still wilder basis by putting fish forward as one of the factors which may be made of importance in the solution of the cost of living problem.

In a circular to the trade one of the large fish houses in Montreal makes this announcement to the purveyor—"Meat is soaring again and still higher prices are predicted. What does it mean to you? Curtailed sales and small profits. Fish is plentiful. Fish is economical. Fish is not monotonous. Your customers do not know all the merits of fish as a food product. Your customers want to be educated to the advantages of dieting on fish. It will pay you to start now advertising fish."

Question of Cleanliness.

There is no doubt that the business in fish can be extended, and it is for the grocer to seriously consider what part he could play in this development. There are no doubt many grocers who do not favor the opening of a fish department on account of the difficulty in maintaining cleanliness; but in this respect there is little difference between the fish department and any other department of the grocery store. To maintain cleanliness requires close attention—and where possible the stock should be handled independently of the regular trade.

The point which the enterprising Montreal wholesaler has raised as to the importance of fish as a factor in the solution of the every day problem of many classes of society is one which is well worth considering. The present season in the fresh fish trade has strongly shown how the moderate family can fill the "fresh meat" item on the menu list at several cents a pound under the quotations at the corner butcher shop. There are many people, however, who seem to consider fish as something of a "delicacy" only to be placed on the table to brake the monotony. There can be no doubt that one reason for this is that there is often a difficulty in getting the supply. The grocers in most cases do not handle fish; there are not many fish stores and the old-fashioned method of buying from a house-to-house canvasser who handles his wares, in a conveyance that could hardly be called sanitary, through dusty streets, has passed out.

Should Have Regular Sale.

Then there is no reason why fish should be considered as a delicacy for certain occasions—for Lent and for Friday. Perhaps it is these defined occasions which interfere with the trade at other seasons. Then there is also no reason why the business should be confined to fresh varieties at some seasons and smoked and pickled at others. This is another feature in which the grocer could do considerable education; there are pickled, smoked and other lines of prepared fish which are good for practically every day and week in the year.

There are undoubtedly possibilities in handling fish which are worth considering. Here are some points for the grocer to think about—the effect of giving a cheap substitute for fresh meat; the influence in extending business of showing the public that they can get seasonable or other lines at all times; and the additional influence of handling and displaying the stock so as to eliminate anything in the way of repulsive appearance or odors.

SINCERITY.

Is that one quality besides which all others are dross, for in it are embodied all that is good and true in man—honesty of purpose, indefatigable efforts, unswerving devotion and a host of other enviable attributes. How easy to talk, demonstrate, to sell—and turn around and do it again when one has the goods, believes in them, and so can shoot out his verbal punches straight from the shoulder.

THE BUSINESS RUSH.

Blink (the wholesaler)—Well, how many orders did you get yesterday?

Gink (the salesman)—I got two orders in one place.

Blink—What were they?

Gink—One was to get out and the other was to stay out.

CANADIAN GROCER

Established 1886.

Only Weekly Grocery Paper Published in Canada.

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TORONTO, AUGUST 21, 1914

STAND STEADY UNDER FIRE.

NOW IS THE TIME if ever when level-headed men are required to "steady the buffs." Just as the deplorable European struggle evolved into a general war the scaremonger got abroad in the land with the result that people were thrown into nothing short of a panic. All over the country there was a race to secure foodstuffs to store up against an imaginary shortage—that is so far as a majority of foodstuffs are concerned. The grocery store was invaded for sugar, flour, tea, meats, rice, etc., in the hope that supplies could be secured before the anticipated avalanche set in. The inevitable result occurred. The very action of these people—mostly people with more or less means—in their mad rush for supplies helped to force up prices they were anxious to see low until their purchases had been made.

Of course there were a few who bought particularly early and probably saved a dollar or two. But the less credit is due them as they were more responsible than any others for forcing upon us a chaotic condition in our grocery markets. Retailers had to replenish their stocks and with everybody in the market at once the wholesaler and manufacturer couldn't possibly stand the strain. This only aggravated matters so far as the consumer was concerned. He got the idea that there were shortages in certain goods and was all the more anxious to get them regardless of the price. Was it any wonder that sugar advanced and that it was difficult for anyone to buy in large quantities last week? When people were keen to lay in a stock of four or five barrels of flour where formerly the extent of their purchases was only a fifty cent bag at a time, was it any wonder that flour on hand became scarce and dear?

It was a new experience to the retail trade to have to decline orders but it is to the credit of many of them that they did their best to steady the situation by advising against ponderous purchases that customers and others were anxious to make.

The retail trade can do a great deal in this crisis to assist the country as a whole in getting things back to a more normal basis by instilling confidence into those individuals who imagine the world is coming to an end or who think some one is trying to secure a death grip on them by cornering the food supplies.

Let the trade stand steady under fire and help to bring about conditions that will be to the advantage of as great a number of people as possible in this great crisis.

UNFAIRNESS TO THE DEALER.

ISN'T IT HUMOROUS sometimes to see the methods some newspapers adopt in their apparent insane desire to protect the dear public? For example, note this from an Eastern Canadian paper published just after the first advance in flour:

> "Some retail dealers are reported as demanding $8.00 and $8.50 for a barrel of flour. No buyer should pay that price. Instead a public report should at once be made of any such attempt at extortion. The millers have only advanced flour 30 cents a barrel and dealers are not paying more than $6.75 per barrel for their stock. It has always been understood that from 25 cents to 50 cents was the profit on a barrel of flour. At this rate the price should be about $7.00, and not more than $7.25. Those who are asked more are being taken advantage of and should refuse to pay the price."

This is, of course, silly nonsense. The retail dealer who only made a gross profit of 50 cents on a turnover of $7.25 would be out of business long before the German army gets to Paris or vice versa. Fifty cents on $7.25 only represents a margin of some 7% scarcely sufficient to cover the wages of the store help not taking into consideration delivery expense, taxes, fuel, light, and the hundred and one other incidentals necessary to the operation of the store. Where then is the grocer to come in with his net profit? This emphatically illustrates the lack of any thought in the average business article in the daily paper. If the flour were sold at $8.50 as alleged and if it only cost $6.75, the gross margin of profit would then just amount to 20%. If it were sold at $8 the margin would be reduced to about 15%, just about sufficient to cover the cost of doing business.

It is nearly time the daily press treated the merchant with a little more consideration and called a halt to accusing him of extortionary prices. Even if one or two do take advantage of such a situation as exists to-day, that is no indication that the entire retail trade should be held up to ridicule.

DECREASING CHEESE EXPORTS.

THE ANNUAL REPORT of the shipments of Canadian cheese to Great Britain as compared with the shipments from other colonies gives rise to the question as to the

future of Canada and the cheese industry. A falling off of eight and a half per cent., such as has shown to be the decrease in Canadian exports to Great Britain, is remarkable for a single year, while at the same time it is noted that the surplus is being largely made up by New Zealand.

The regrettable point here from the Canadian standpoint is that the product shipped from this country is of better quality than that sent from our increasingly important competitor. Of course Canada is no doubt consuming more of her own make than in past years but the increased home consumption does not explain the discrepancy and one is inclined to wonder whether there can be any connection between the falling off in natural products of this kind and the present business depression.

POWER OF GOOD ADVERTISING.

SOMEONE HAS SAID "that good advertising is a continuous performance before the same audience." This definition just about hits the nail on the head. When a retail dealer inserts a series of good advertisements in his daily or weekly paper, he is talking to the same audience each day or week, thus making the series a continuous performance—to use the language of the stage.

Advertising, it will be seen, has a distinct advantage over the continuous performance before the footlights. The latter does not hold the attention of same audience. After the entire bill has been seen, the audience departs, gives way to another and does not return for another week. But with the good advertising it is different. It insures the attention of the same readers every time the paper is picked up, which illustrates the wonderful power it possesses.

Merchants who are advertising should see to it that their copy be placed in the "good" class. Otherwise it will not hold the attention of any audience for any length of time. Those who do not use the daily or weekly paper should pause to think over the work of the newspaper advertisement.

EDITORIAL NOTES.

IT IS TO THE credit of grocery firms that while corners on many lines could be taken advantage of, prices are being reasonably maintained.

* * *

NOW THAT THE first shock of the war is over, let us all get down to facts and reason out the situation with level heads.

* * *

THERE IS NO occasion for a foodstuff stampede—Canada is first and last an agricultural country.

* * *

IF OUR TEA supplies are to be cut off some of us may be compelled to change the national beverage to buttermilk.

* * *

SUGAR REFINERS apparently all view the situation differently—no two are working in the same channel.

* * *

IF YOU HAVEN'T someone in your store who knows how to write display cards and price tickets, it is your own fault—these things can be learned.

* * *

THE COMMERCIAL traveler is generally a mine of information in his particular line. As a rule he is a "jolly good fellow," and it doesn't require much pressing to get him to give valuable suggestions. Just ask him a few questions. He will be only too glad to assist you.

"Shop Where You Are Invited to Shop"

DID YOU ever hear a person remark that they dealt with So-and-So, because he always expressed appreciation of their patronage or that they gave So-and-So an order because he asked them to? Of course we all have heard these and similar remarks and we would hear them much oftener if every customer were to analyze the motives behind each purchase and put the result into words.

This characteristic of human nature—call it vanity, if you will—has been recognized and applied by the writer of a series of advertisements which are at present appearing in over 300 weekly newspapers throughout Canada. Their object is to stimulate local retail advertising and they are incidentally but surely creating a well-deserved prejudice in favor of stores that advertise (i.e., invite customers to purchase their goods) and a consequent prejudice against stores that do not advertise. The writer of the advertisements was for seven years proprietor of a general store in a typical Canadian town and this experience enabled him to take into consideration the position and needs of the local retailer in a particular way.

"Shop where you are invited to shop," is the slogan with which nearly all of these advertisements are concluded and there isn't any doubt but that it will have the desired effect on a large proportion of the buying public. It is a reasonable argument and the words are easily remembered.

Grocers and retail merchants, whether hitherto advertisers or not, would do well to appropriate to their own business the general benefits accruing from this campaign in favor of advertising and advertised goods.

The way to do this most successfully, in our opinion, is to make the newspapers' slogan—"Shop where you are invited to shop."—a prominent feature of each advertisement. Make this slogan work for you. If the goods you have to sell are of benefit to your community, if you are prepared to render service to your neighbors—and service is the keynote of modern business success then is it not worth while telling the public about it? Don't give anyone a chance to say you didn't invite them to buy your merchandise. Invite them in every issue of your local paper, in space commensurate with the size of your business, varying it only when some announcement of unusual importance warrants doing so. Make your invitation so sincere and so insistent that the people who should be your customers and to whom it is primarily addressed "just cannot resist." And don't forget or neglect to back up your invitation with sound, reasonable arguements and above all with genuine service, making it your aim never to lose a customer when once a trial order has been given.

Advertising is the greatest factor in the enormous stream of business that goes out of your town and every town and small city in the Dominion to the mail order houses in the big cities. The alluring invitation—conveyed in a hundred subtle ways, is, after all, the connecting link between these houses and their customers. There is only one way to combat this menacing competition, which injures not only your business, but hinders the growth and prosperity of every interest in your town, and that is to set every agency you can to work to divert the stream of business into local stores instead of into the letter box. Window and interior display, personal solicitation, circulars, letters, special store attractions are all of value, but there is no better or surer method than judiciously advertising in your local newspaper.

Inquiry Comes from Holland for Rolled Oats

Something New So Far as Canada is Concerned—This Market Holding Firm—Flour Eases Off a Shade in Some Instances but Mills are Busy—Mill Feeds Strong.

MONTREAL.

In connection with the market for grain products it should perhaps be explained to the trade in the first place that the prices which are here quoted are on the mill basis. In the present unsettled state of the market to the retailer they may be considered as merely nominal in many cases for the demands have been such that it has been considered expedient, in view of the shortage of supplies and the evident desire to make abnormal purchases, to advance the prices.

FLOUR.—There seems to be little falling off in the demand for flour. Mills are working to capacity night and day and although there is nothing being done in the way of general exportation, steps are being taken to forward the million bags which have been taken by the Government for the good of the Empire. It is evident at once that this arrangement between the millers and the Government has had a holding effect on the flour trade, for while there is nothing going forward in the usual way, and the prices of wheat have shrunk about six cents, there is little weakening in the situation and the statement is made by one of the big concerns that there is a couple of months of continual operation ahead even on the basis of the orders which already have been booked. On the other hand the millers claim that the present prices are fully warranted on the quotations for wheat and that, even considering the reduction which had taken place in the grain pits, an advance is shown on the basis of raw material of $1, as compared with 70c which has been the amount of the advance.

Manitoba Wheat Flour—	Per bbl.
First patents	6 30
Second patents	5 80
Strong bakers'	5 60

Flour in cotton sacks, 10 cents per barrel more.

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	5 95	6 20
90 per cent.	5 60	5 80
Straight roller	5 40	5 60
Blended flour	5 45	5 95

CEREALS.—The grain markets generally remain firm on the advancing prices and the market for cereals is very strong. Rolled oats are strong on the advance of a week ago and rolled wheat has gone up 25c, and there has been a slightly higher adjustment of the quotations for corn meal. Prices here given are on the mill basis.

Commeal—	Per 96-lb. sack.
Kiln dried	2 45
Softer grades	2 20
Rolled Oats—	90's in jute.
Small lots	2 85
25 bags or more	2 75

Rolled oats in cotton sacks, 5 cents more.

Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.

Rolled Wheat—	100-lb. bbls.
Small lots	3 45
Hominy, per 98-lb. sack	2 70

MILL FEEDS.—Natural factors are seemingly working with the conditions of war and the high prices of grain stuffs in upholding the prices of mill feeds, for the pastures are giving out rapidly. There has been an advance during the week of $1 in the price of bran and the other quotations are firm. In view of the fact that mills are working to capacity and that there is nothing being done in the way of export might have led to the opinion that the situation would be easier, but at the same time the high price of grain has to be taken into consideration and also the fact that mill feeds are a pretty good speculation at the present prices in view of the European war. An outstanding feature of the week has been the advance of $4 the ton, which has been made in the prices for oat and barley chop.

Mill Feeds—	Car lots, per ton
Bran	24 00
Shorts	26 00
Middlings	29 00
Wheat moulee	29 00
Feed flour	31 00
Mixed chop, ton	31 00
Crushed oats, ton	31 00
Barley, pot, 98 lbs.	3 00
Oat chop, ton	35 00
Barley chop, ton	35 00

TORONTO.

FLOUR.—The apparent insatiable demand for flour that ran the market up so rapidly the week of the war outbreak and the following one, is beginning to subside a little. It is either a case of the public getting what they were after or it is because the work of the trade in soothing the anxiety of the populace, is having its effect. At any rate, firms that were quoting first patent Manitoba flour a week ago at $6.30 per barrel have eased off in their figures 20 cents. During the week of course wheat declined on the Winnipeg and Chicago markets and this had its effect. Although on Tuesday wheat was again showing signs of advance it would not be surprising to see flour drop still further. Mills are nevertheless working overtime, but the same keen general public demand is not evident. One miller is delivering his flour to the retail trade in Toronto C.O.D.

Manitoba Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
First patent	6 30	6 20
Second patent	5 80	5 70
Strong bakers	5 60	5 50

Flour in cotton sacks, 10c per bbl. more.

Winter Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
Fancy patents	5 50	5 30
90 per cent.	5 10	4 90
Straight roller	6 00	4 80
Blended flour	5 35	4 95

CEREALS.—Although there has been no change in the rolled oat or oatmeal markets from a week ago, the situation is quite firm. It is reported that a large firm has been asked to hurry the manufacture of several carloads of rolled oats to be sent to Great Britain presumably for the use of the War Office. This firm has also had an enquiry from Holland for a large shipment, something unprecedented in their history. With many of the other lines of cereals the question becomes a matter of supply as stocks are small. Rolled wheat is higher than a week ago by 25 cents per hundred. Buckwheat grits are difficult to get.

Barley, pearl, 98 lbs.		5 00
Buckwheat grits, 98 lbs.	5 50	6 00
Corn flour, 98 lbs.	2 50	3 00
Commeal, yellow, 98 lbs.	2 50	2 65
Graham flour, 98 lbs.		4 00
Hominy, granulated, 98 lbs.		3 00
Hominy, pearl, 98 lbs.		3 00
Oatmeal, standard, 98 lbs.		3 30
Oatmeal, granulated, 98 lbs.		3 30
Peas, Canadian, boiling, bush.		2 75
Peas, split, 98 lbs.		4 50
Rolled oats, 90-lb. bags	3 15	3 25
Rolled wheat, 100-lb. bbl.	3 65	3 80
Rye flour, 98 lbs.		3 60
Wheatlets, 98 lbs.		4 00
Whole wheat flour, 98 lbs.		4 00

MILL FEEDS.—This market maintains its strength although there has been no change in price. On account of the failure of so many pastures the demand has been keen.

Mill Feeds—	Mixed cars, per ton	
Bran	23 00	25 00
Shorts	25 00	27 00
Middlings	27 00	28 00
Wheat moulee	28 00	30 00
Feed flour, per bag	1 55	1 60

WINNIPEG.

FLOUR and CEREALS.—The principal change in this market is an advance in the price of rolled oats from $2 to $2.40 per bbl. This market is affected considerably by the poor oat crop. Prices higher than $2.40 are expected. Wheat did not advance again, and is selling freely at the full advance, and for immediate shipment only. Millers are not booking for futures owing to uncertainty of market. Feeds are practically same, with big demand both East and West.

Manitoba Wheat Flour—	Per bbl.
First patents	6 10
Second patents	5 50
Strong bakers'	4 80
Cereals—	
Rolled oats, per 80 lbs.	2 40
Oatmeal, fine, standard and gran'd, 98 lbs	2 40

Lemons Only Fruit Affected by the War

Curtailment of Shipments from Italy has Boosted Price Some $2 per Case and More—Next Crop comes in November—Tomatoes Getting Cheaper but Potatoes Holding their Own.

MONTREAL.

GREEN FRUITS.—The war does not seem to have had much effect in the fruit market with the exception of lemons, which are still quoted at top prices, and the volume passing is nothing out of the ordinary. Ontario fruits are not coming more freely and peaches, plums and pears are being quoted by the basket. More Canadian apples are being received but the prices are inclined to be higher if anything. Watermelons are dearer as also are California pears and peaches. Canadian cherries are just about out of the market, and the last of the raspberries are being handled.

Apples—		
Dutchess, bbl.	3 50	4 50
No. 1 Winesaps, box	....	3 00
Bananas, crate	2 00	2 50
Grapefruit, 54-64-80-96 size, case	4 50	5 50
Grapes, Cal., box	2 75	3 25
Cocoanuts—		
100 to 150 size	....	4 25
Lemons, Messinas—		
Extra fancy, 300 size	....	8 00
Fancy, 300 size	....	7 00
Choice, 300 size, bags	....	6 50
Limes, small boxes	....	1 25
Oranges—		
California, late Valencia, 176-200-216-250	....	4 00
California, 126-150 size, box	....	3 75
California, 80 and 96 size, box	....	3 50
Raspberries, per box	0 16	0 18
Blueberries, basket	....	1 40
California cantaloupes, per crate of about 45	4 50	5 50
Watermelons, each	0 60	0 70
Peaches, per box	1 50	2 00
Plums, per crate	1 75	2 50
Plums, Canadian, basket	0 75	1 00
Peaches, Canadian, basket	0 75	1 00
Pears, basket	0 60	0 90
Pears, Cal., box	3 50	4 00
Canadian cherries, per basket	0 90	1 00

VEGETABLES.—The tomato season is now coming on and the price of the Ontario variety has dropped materially during the week. The war influence is not felt here with the exception of onions, and prices quoted indicate that there has been something in the way of a reaction after the first shipment. Local vegetables are coming freely and there is a strong demand for potatoes which may be incited by war conditions; prices have advanced somewhat for the tubers.

Asparagus, Canadian, basket	....	1 75
Beans, wax, basket, Canadian	....	0 75
Beans, green, basket, Canadian	....	0 75
Beans, native, bushel, 17-20 lbs.	1 50	1 75
New beets, doz.	....	0 75
Cabbage, per dozen	....	0 60
Cabbage, new, per bbl.	....	2 00
Carrots, new, doz.	0 40	0 50
Cauliflower, native, doz.	1 50	3 00
Cucumbers, dozen	....	0 50
Celery, bunch	1 00	1 25
Egg plant, per dozen	2 50	3 00
Lettuce, head, per doz.	....	0 50
Curly lettuce, per box, 3 to 4 doz.	....	0 50
Mushrooms, basket, 4 lbs.	....	2 50
Onions—		
Spanish, per case	....	5 25
New Egyptian, per lb.	0 05½	0 06
Native, per doz. bunches	0 30	0 40
Red, 100-lb. bags	....	4 00
Parsnips, new, per doz. bunches	....	3 00
Parsley, Canadian, per doz. bunches	0 50	0 60
Peas, native, bushel, 17-20 lbs.	1 00	1 25
Peppers, green, 3½ qt. basket	....	0 75
Potatoes—		
Montreal, new, bag	....	1 25
Montreal, new, barrel	3 00	3 50
Potatoes, new, sweet, Jersey, hpr.	....	2 50
Radishes, per doz. bunches	0 25	0 35
Rhubarb, dozen	0 15	0 25
Spinach, Montreal, in boxes	....	0 50
Sour grass, per box	1 00	1 25
Turnips, Quebec, bag	....	1 50
Turnips, Canadian, bag	....	1 00
Tomatoes, Mississippi (4-bkt. crate)	....	1 50
Tomatoes, Jersey, bushel crates	....	1 50
Tomatoes, Ontario, basket	0 50	1 00
Quebec, box	....	2 25

TORONTO

GREEN FRUIT.—The feature of the market is still lemons. As pointed out a week ago stocks were getting into very small compass and that it was only a matter of time when there would scarcely be any on the market. Last week prices were marked up a dollar or so a case and another dollar is again added onto that. Wholesale fruit dealers were therefore selling this week at $7. The fact that no shipments are arriving from the Mediterranean on account of the war is the main reason for the strength of the market. The next crop in Southern Italy will not be harvested until November. There are many varieties of Canadian fruit for sale and peaches are coming fairly well considering the small crop. Raspberries are entirely off the market.

Apples—		
Canadian, basket	0 20	0 45
Duchess, bbl., Can.	2 50	2 75
Bananas, per bunch	1 50	2 00
Blueberries	1 50	1 75
Cantaloupes—		
Canadian, basket	0 35	1 00
Crates	....	3 00
Cherries	....	0 60
Cocoanuts, sack	....	3 75
Gooseberries, basket	0 50	0 60
Oranges—		
California, late Valencias	3 25	3 75
Lemons, Verdilla	....	7 00
Limes, per 100	....	1 25
Lawtonberries, per box	0 10	0 11
Plums, box, U.S.	1 75	2 25
Plums, Can., basket	0 50	0 60
Pears, California, box	2 75	3 00
Peaches, Can., white, large, basket	0 50	0 60
Peaches, ½ baskets, fancy	0 65	0 75
Peaches, Cal., crate	1 25	1 50
Red currants, basket	....	0 60
Watermelons	0 40	0 50

VEGETABLES.—Tomatoes are arriving in quantities with considerable regularity and prices are down from a week ago. The price around the middle of the week was from 25 to 40 cents a basket. Potatoes are not easing off to any extent, wholesalers obtaining same prices as quoted a week ago.

Beets, Canadian, new, doz. bunches	0 20	0 30
Beans, Canadian, basket	0 25	0 30
Cabbage, Canadian, crates	1 00	1 25
Carrots, Canadian, new, doz. bunches	0 25	0 30
Cauliflower, crate	....	1 50
Cucumbers, Canadian, basket	0 25	0 40
Celery, doz.	0 35	0 40
Corn, per doz.	0 10	0 12½
Lettuce, doz.	0 15	0 30
Mushrooms, per lb.	0 60	0 75
Onions—		
Green, long, doz. bunches	0 20	0 30
Texas onions, 50-lb. crate	....	3 00
Spanish, big, crate	....	4 00
Egyptian, 100-lb. bags	....	3 75
Green peppers, basket	0 50	0 60
Potatoes, new, Canadian, per bag	1 30	1 50
Parsley, basket	0 25	0 50
Rhubarb, per dozen	....	0 30
Spinach, Canadian, bush.	0 40	0 50
Tomatoes, Canadian, basket	0 50	0 60
Radishes, Can., per doz.	....	0 25
Watermelons	0 50	0 60

WINNIPEG.

GREEN FRUITS.—Crab apples selling at $2.25-$2.50, and pears selling $2-$2.50, are the new arrivals. Lemons have advanced again owing to importations from Europe being cut off. Californias being quoted at $9, and Messinas at $8. Fresh California peaches are down to $1.25, and plums to $1.50, $1.75.

Apples—		
Washington	....	1 75
Bananas, lb.	....	0 04½
Grapefruit, 54-64-80 size, case	....	6 50
Lemons—		
California	....	9 00
Messina	....	8 00
Oranges—		
California Valencias	....	4 00
Peaches, fresh, Cal.	....	1 25
Plums, fresh, Cal.	1 50	1 75

VEGETABLES.—Very little imported stuff being handled by wholesalers, most of supplies being local grown. California onions down to $2.25, $2.50, and Ontario tomatoes to 75c basket.

Head lettuce, Minnesota, hampers	....	3 50
Head lettuce, Cal., crate	....	4 50
Onions—		
Cal., 100-lb. sacks	2 25	2 50
Parsley, per doz. bunches	....	0 40
New potatoes, per bush.	....	1 35
Tomatoes, Ont., basket	....	0 75

GOOD CROPS IN NORTHERN ALBERTA.

Edmonton, Alta., Aug. 20.—(Special).—Wholesale and retail business is holding up well in Edmonton and throughout the district, and dealers are looking forward to good fall and winter business. The outlook for a large crop of grain was never better, and, as a consequence, the stores in the smaller towns and villages are beginning to enlarge their stocks.

HONEY OUTLOOK.

Reports from the Ontario Beekeepers' Association indicate that the honey crop this year will not be large. In fact, it is stated that it will be practically a total failure. One report stated that the showing will be only about 16 pounds per colony, whereas last year the average was 100 pounds. In some counties the yield has, of course, been good, but on the whole things are not optimistic. There has been, however, a big holdover from last year.

The Department of Agriculture of the United States has just estimated that the yield of wheat this year will be 930,000,000 bushels. This means in the neighborhood of 330,000,000 bushels for export after the wants of the country have been taken care of.

Provisions, Butter and Cheese Moving Upward

Cooked and Smoked Meats Creep Higher on Account of the War —Butter has had Rapid Rise—New Cheese Higher—Honey Crop Short this Year.

MONTREAL.

PROVISIONS.—The effeet of the war is seen in the big advance which has been made this week in the priees for barreled pork, for although there are no exports being made this is a commodity which would be a good speeulation in the event of eontinued hostilities. The price inerease for the week is $3.50 per barrel, which follows $1 last week. Cooked meats have followed in the wake of the advance which was made in the prices for hams a week ago and both roasted and boiled hams and shoulders are up a cent a pound.

Hams—	Per lb.	
Medium, per lb.	0 19	0 20
Large, per lb.	0 18½	0 19
Backs—		
Plain, bone in	....	0 22
Light, per lb.	....	0 19
Boneless	....	0 25
Peameal	....	0 26
Bacon—		
Breakfast, per lb.	**0 18**	**0 19**
Roll	....	0 17
Shoulders, bone in	....	0 15
Shoulders, boneless	....	0 16½
Cooked Meats—		
Hams, boiled, per lb.	....	0 28
Hams, roast, per lb.	0 28	0 29
Shoulders, boiled	....	0 27
Sboulders, roasted	....	0 28
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	....	0 15½
Long clear bacon, 80-100 lbs.	....	0 14½
Flanks, bone in, not smoked	..	0 15½
Barrelled Pork—	Per bbl.	
Heavy sbort cut mess	....	0 32
Heavy sbort cut clear	....	0 32
Clear fat pork	....	31 00
Clear pork	....	30 00
Lard, Pure—	Per lb.	
Tierces, 50 lbs. net	....	0 13½
Tubs, 50 lbs., net	....	0 14¼
Boxes, 56 lbs., net	....	0 13¾
Pails, wood, 20 lbs., gross	....	0 14
Pails, tin, 20 lbs., gross	....	0 13½
Cases, 10-lb. tins, 60 in case	....	0 14¼
Cases, 3 and 5-lb. tins, 60 in case	....	0 14½
Bricks, 1 lb., each	....	0 14¾
Lard, Compound—		
Tierces, 375 lbs., net	....	0 10¾
Tubs, 50 lbs., net	....	0 11
Boxes, 50 lbs., net	....	0 11
Pails, wood, 20 lbs., net	....	0 11¾
Pails, tin, 20 lbs., gross	....	0 11¼
Cases, 10-lb. tins, 60 in case	....	0 12
Cases, 3 and 5-lb. tins, 60 in case	....	0 12
Bricks, 1 lb. each	....	0 13
Hogs—	Per cwt.	
Dressed, abattoir killed	12 75	13 00

BUTTER.—There has been an increased demand from the West and there is also some inquiry for shipments from England although conditions do not permit of stocks being forwarded at present. These conditions make the situation very firm although prices have not advanced here.

Butter—		
Finest creamery, new milk	0 29	0 30
Dairy butter	0 21	0 23

EGGS.—Market for eggs has been getting firmer during the week. There has been no change at the top of the list, but the spread which has been very extended of late has narrowed with selects and number one's up a cent a dozen.

Eggs, case lots—	Per dozen.	
New laids	....	0 30
Selects	....	0 28
No. 1s	....	0 25
Splits	0 20	0 22

CHEESE.—The market is still much unsettled with nothing going forward, but the situation is taking more definite form and the speculative interest, with a strong demand in Great Britain, is being felt. It becomes evident with the continuance of hostilities that the Empire is to have other markets cut off and that there will be a strong demand for the Canadian product with the resumption of ocean traffic.

Cheese—		
New make	0 14½	0 15
Old specials, per lb.	0 16	0 17
Stilton	....	0 17

HONEY.—Honey passed another featureless week and the situation is unchanged.

	White Clover per lb.	Buckwheat per lb.
Honey—		
Barrels	0 11½	0 08
Tins, 60 lbs.	0 12	0 09
Tins, 30 lbs.	0 12½	0 10
Tins, 5 and 10 lbs.	0 12½	0 10
Comb, 13-14 oz. section	0 20	0 15—0 16

POULTRY.—There have been increases in the receipts of poultry with the result that with a weaker demand there has been a material change in prices in the downward direction.

POULTRY.		
Fresh stock—	Live.	Dressed.
Broilers, per lb.	0 17—0 20	0 20—0 23
Ducks, milk fed	0 12—0 13	0 15—0 16
Fowl	0 15—0 17	0 16—0 18
Geese		0 15—0 16
Turkeys, spring		—0 23
Turkeys, old Tom		—0 23
Milk fed chickens, lb.		0 20—0 23
Milk fed broilers, lb.		0 25—0 28

TORONTO.

PROVISIONS.—Hams, backs, baeons and pure lard are all up again this week. Hams are quoted from a half to a cent and a half higher, backs a cent, bacon about half a eent, and pure lard a eent. These advances are all in the faee of a decline during the week in hogs. The packers explain that last week there was a keen demand for hogs and the price therefore went higher than the conditions warranted. The war has had its effect on cured meats and will continue to have as Canada is bound to be a heavy shipper to Great Britain at least until the war is over. The eonsuming public too, is buying eured meats in larger quantities than usual.

Hams—		
Light, per lb.	0 20	0 20½
Medium, per lb.	0 19½	0 20
Large, per lb.	0 18	0 19
Backs—		
Backs, per lb.	0 24	0 25
Boneless, per lb.	0 25	0 26
Pea meal, per lb.	0 25	0 26
Bacon—		
Breakfast, per lb.	0 20	0 20½
Roll, per lb.	0 15½	0 16
Shoulders, per lb.	0 14½	0 15
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 14½	0 14¾
Cooked Meats—		
Hams, boiled, per lb.	0 27	0 28
Hams, roast, per lb.	0 27	0 28
Shoulders, boiled, per lb.	0 23	0 24
Shoulders, roast, per lb.	0 23	0 24
Barrelled Pork—		
Heavy mess pork, per bbl.	26 00	28 00
Short cut, per bbl.	30 00	32 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 12½	0 13
Tubs, 60 lbs.	0 12¾	0 13
Pails, 20 lbs., per lb.	0 13¼	0 13½
Tins, 3 and 5 lbs., per lb.	0 13½	0 14
Bricks, 1 lb., per lb.	0 14¼	0 15
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09¾	0 10¼
Tubs, 50 lbs., per lb.	0 10	0 10½
Pails, 20 lbs., per lb.	0 10¼	0 11
Hogs—		
F.O.B., live, per cwt., off car	9 00	9 15
Live, fed and watered, per cwt.	....	9 50
Dressed, per cwt.	14 00	14 50

BUTTER.—As is usual at this time of the year the butter market is advaneing but the advance has probably been aeeelerated more this season than is eustomary on account of the war. There is, no doubt, some speculation going on in anticipation of higher prices and this is keeping a certain quantity off the present market. The chief reason for the advances is the lack of grass. The rains of the past week should however help out on this score and in three weeks time the supply may be better. Many creameries are refusing to sell and in some plaees the cream is being shipped across the line. Great Britain will likely want more New Zealand butter than usual which will mean a bigger demand from the Canadian West for the Eastern Canada product.

Butter—		
Creamery prints, fresh made	0 30	0 31
Separator prints	0 26	0 28
Dairy prints, choice	0 25	0 26
Dairy, solids	0 22	0 24
Bakers	0 18	0 20

EGGS.—There is not mueh ehange in this market from a week ago. Some firms are quoting eggs a cent higher and the market is firm. No eggs were offered on the Toronto Produce Exehange on Monday and in fact there was nothing offered but a little cheese and there were no sales. It may be that later on when the bakers and biscuit manufaeturers have used their present supply of Siberian eggs that this issue will be felt in firming prices. At the present time they have supplies for quite awhile.

Eggs, case lots—	Per dozen.	
Strictly new laid, in cartons	0 28	0 30
Selects	0 26	0 28
Straights	0 24	0 26
Trade eggs	0 20	0 21

CHEESE.—There is a distinet firmness to the new cheese market during the past couple of weeks. Wholesalers this week marked up their priees a ½ eent. The dry weather has handicapped dairy farmers and eurtailed the milk flow, and in addition the general effeet of the war is making itself felt.

Cheese—		
Old, large	0 16¼	0 16½
Old, twins	0 16½	0 17
New, large	0 14½	0 15
New, twins	0 14¾	0 15¼

HONEY.—The fact that the honey erop is not going to be extra good this year is directing some attention to this market. It is estimated that not more

than a half crop will be realized and already prices are firming up.

Honey—		
Clover, bbls., per lb.	....	0 10
60 30-lb. tins, per lb.	0 10½	0 11
10 6-lb. tins, per lb.	0 10½	0 11
Buckwheat, bbl.	0 06½	0 07
Buckwheat, tins	0 07	0 07½
Comb	2 50	3 00

POULTRY.—Spring chickens are arriving quite freely and poultry men are claiming that poultry is now one of the cheapest meats on the market. No price changes this week.

Fresh Stock—	Live.	Dressed.
Fowl	0 13	0 14
Spring chicken, lb.	0 18	0 25
Turkeys, young	0 15	0 18
Turkeys, old Tom	0 13	0 15
Ducklings	0 11	0 13

WINNIPEG.

PROVISIONS.—Market has firmed up even more, and demand is good. This is line consumer cannot stock up on. While market has been panicky, prices remain about the same. Lard is practically same as last week.

Cured Meats—		
Hams, per lb.	....	0 21
Shoulders, per lb.	....	0 15
Bacon, per lb.	....	0 25
Long clear, D.S., per lb.	....	0 14
Mess pork, bbl.	....	28 00
Lard—		
Tierces	....	0 1 ½
Tubs, 60s	....	5 37
Pails, 20s	....	2 22
Cases, 5s	....	6 82
Cases, 3s	....	6 90

BUTTER.—Market firm; look to advances. Current receipts dropping off. Supplies less than last year. Manitoba creamery quoted at 27c.

Butter—		
Creamery, Manitoba	....	0 27
Dairy	0 19	0 24
Cooking	0 12	0 16

CHEESE.—Recent advance in conjunction with firming of butter market. Large quoted 16, and twins 16⅛.

Cheese—		
New, large	....	0 16½
New twins	....	0 17

EGGS.—Market firmer due to dropping off of current receipts. Laying season is practically over. Extra first quoted 19c.

Eggs, extra first	....	0 19
Checks	....	0 12
Extra, in cartons	....	0 24

FISH AND OYSTERS.

MONTREAL.—War conditions may still be considered as the important influence in the fish market, governing as they do the imported varieties but the situation in general shows no material change from a week ago so far as the local markets are concerned. There has been some speculation concerning the prices that will move frozen salmon and halibut for the coming season. Reports are that fishing has been a good deal above the average, but the demand, on account of the war in Europe, is expected to be large, and as a consequence producers hesitate a price on their holdings when asked to do so. On the other hand the price of salt and dried fish (cod particularly) is expected to be lower on account of the probability of exportation being cut off. Reports of offerings have been circulating, but so far nothing has been done. In the fresh fish lines, production keeps up the standard and prices are steady. The oyster season both for bulk and shell is expected to open up, so far as the demand is concerned, about the 1st of September. It is reported that more native shell oysters will be brought into the market than ever before.

FISH IS CHEAP.

One of the big fish companies in Montreal announces to the trade:—

"Fish is plentiful. No fear of a scarcity and high prices. When other food stuff are advancing, fish is comparatively low. Fish is a good food. Try it and you will like it. Once you have used it, you will use more right along. Your purse and your health will be all the better for it."

FRESH FISH.	Montreal	Toronto
Halibut, fancy, express, per lb.	0 11	0 10
Haddock, fancy, express, lb.	0 05	0 06
Steak cod, fancy, express, lb.	0 07	0 07
Market cod, per lb.	0 05	....
Flounders, fancy, express, lb.	0 07	0 08
Gaspe salmon, per lb.	0 18	0 17
Chilled salmou	0 15	....
Buck shad, fancy, express, each	0 30	....
Roe shad, fancy, express, each	0 60	0 80
Dressed bullheads, per lb.	0 12	....
Brook trout, per lb.	0 30	....
Whitefish, per lb.	0 13	0 12
Lake trout, per lb.	0 13	0 10
Bluefish, per lb.	0 13	0 12
Herrings, per 100 count	1 50	1 75
Herring	....	0 07
Dore, per lb.	0 13	0 12
Mackerel, per lb.	0 11	....
Striped bass, per lb.	0 15	0 15
Pike, per lb.	0 08	0 08
Perch, per lb.	0 05	0 07
Sea bass, lb.	0 10	0 12
Carp	0 08	....
Eels	0 08	0 08

SMOKED FISH.	Montreal.	Toronto.
Haddies, per lb.	0 08	0 08
Haddies, 15-lb. and 30-lb. boxes, lb.	.07½-.08	.08-.09
Haddies, fillets, per lb.	.11	.11
Haddies, Niobe, boneless, per lb.	.10	.10
St. John bloaters, 100 in box	1.20	1.20
Yarmouth bloaters, 60 in box	1.20	1.20
Smoked herrings, medium, box	.16	.15
Smoked boneless herrings, 10-lb. box	1.20	1.15
Kippered herrings, selected, 60 in box	1.00	1.25
Kippered herrings ordinary, 60 in box	1.10	1.20
Smoked salmon, per lb.	.25	.23
Ciscoe herrings, basket of 15 lbs.	1.75	1.80
Smoked eels	.12	.10
Smoked halibut	...	.20

FROZEN FISH—SEA FISH.	Montreal.	Toronto.
Salmon—Gaspe, large, per lb.	....	.12
Salmon, red—steel heads, per lb.	.12-.13	.12-.13
Salmon, red—sockeyes, per lb.	.10-.11	.11
Salmon, red—Cohoes or silvers, lb.	.10	.11
Salmon, pale qualla, dressed, per lb.	.07-.07½	.08½
Salmon, pale qualla, dressed, per lb.	.07-.07½	.06½-.09
Halibut, white western, large and medium, per lb.	.07½-.08	.09
Halibut, eastern chicken and medium, per lb.	.10-.11	...
Mackerel, bloater, per lb.	.07-.08	.09
Haddock, medium and large, lb.	.05½-.06	.07-.08
Market codfish, per lb.	.06-.05½	.07-.08
Steak codfish, per lb.	.06½-.07	.09
Canadian soles, per lb.	.08	...
Blue fish, per lb.	.16-.17	.15

FROZEN—LAKE AND RIVER.		
White fish, large, per lb.	.10-.11	.10-.11
White fish, small tulibees, per lb.	.06½-.07	.06½
Lake trout, large and medium, lb.	.11-.12	.12
Dore, dressed or round, lb.	.09-.10	.09-.10
Pike, dressed and beadless, lb.	.06½-.07	.06
Pike, round, per lb.	.06-.06½	.07-.08

PICKLED FISH.		
Salmon, Labrador, tierces 300 lb.	21 00	....
Salmon, Labrador, bbls., 200 lbs.	15 00	....
Salmon, Labrador, half bbls., 100 lbs.	8 00	....
Salmon, B.C., bbls.	15 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lb.	12 00	....
Sea trout, Labrador, bbls., 200 lb.	11 50	....
Sea trout, Labrador, half bbls., 200 lb.	6 50	....
Mackerel, N.S., bbls. 200 lb.	12 00	....
Mackerel, N.S., half bbls., 100 lb.	7 00	....
Mackerel, N.S., pails, 20 lb.	1 75	....
Herrings, Labrador, bbls.	6 00	....
Herrings, Labrador, half bbls.	3 60	....
Herrings, Nova Scotia, bbls.	6 00	....
Herrings, Nova Scotia, half bbls.	3 25	....
Lake trout, half bbls.	..	8 00
Quebec sardines, bbls.	5 00	....
Quebec sardines, half bbls.	2 75	....
Tongues and sounds, per lb.	0 10	....
Scotch herrings, imported, half bbls.	8 00	....
Holland herrings, imported milkers, hf bbls	5 00	....
Holland herrings, imported milkers, kegs	0 75	....
Holland herrings, mixed, half bbls.	6 00	....
Holland herrings, mixed, kegs	0 65	0 65
Lochfyne herrings, kegs	1 25	....

DRIED AND PREPARED FISH.		
Dried codfish, medium and small, 100 lb	7 50	7 50
Dried hake, medium and large, 100 lb.	7 00	....
Dried pollock, medium and large, 100 lb.	7 00	....
Dressed or skinless codfish, 100-lb. case.	7 00	7 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs per lb.	0 07½	0 08
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 30-lb. boxes.	0 10	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, ½-lb. each, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.		
Standards, solid meats, gal.	1 80	....
Standards, ordinary, gal.	1 50	....
Selects, per gal.	2 00	....
Best clams, imp. gallon	1 50	....
Best scollops, imp. gallon	2 00	....
Best prawns, imp. gallon	2 00	....
Best shrimps, imp. gallon	2 25	....
Sealed best standards, quart cans, each	0 35	....
Sealed best select, quart cans, each.	0 45	....

OYSTERS, CLAMS, MUSSELS AND SHELL FISH CRUSTACEANS, ETC.		
Cape Cod shell oysters, per bbl.	12 00	....
Malpeque, shell oysters, selected J.A.P., per bbl.	10 00	....
Malpeque, shell oysters, C.C.I., bbl.	12 00	....
Clams, per bbl.	6 00	....
Mussels, per bbl.	6 00	....
Live lobsters, medium and large, lb.	0 23	0 40
Boiled lobsters, medium and large, lb.	0 16	....
Soft shelled crabs, doz	....	0 80
Winkles, bush.	....	3 75
Little Necks, per 100	....	1 25

BLAME ON THE WEALTHY.

Toronto, Aug. 22—(Special).—At the regular meeting of the Retail Grocers' Association on Monday night, considerable of the discussion was naturally based upon the war and its effects on the grocery trade. Members told of the rush for foodstuffs at the outbreak of hostilities, which continued all last week and they claimed it was this stampede which did the most to advance the price of groceries. One after another told of customers and others buying five and ten times the usual quantity of goods, some of which would surely go stale or turn mouldy before they were ever consumed. President Neil Carmichael deplored the fact that so many wealthy people had been making it difficult for the poor man by laying in such heavy stocks, creating a scarcity and thus forcing up prices. The members also told of their endeavors to allay the rush, some of them stating that they were advising against heavy purchases of flour, sugar, etc., and some were even refusing to sell in large quantities.

It was the general opinion that the daily press had caused the deplorable situation by creating a scare on the outbreak of war.

The association is now getting ready for amalgamation with the Grocers' section of the Retail Merchants' Association which takes place in October. This means that there will only be one more meeting under the name of the Toronto Retail Grocers' Association and preparations are being made to celebrate it fittingly with a progressive euchre party and refreshments.

A letter is being sent out by the association to every grocer in Toronto advising them of the amalgamation and urging them to join in with the men now actively engaged in the organization work. M. Moyer will act as organizer in Toronto.

What is a Moratorium? A Live Question Just Now

There is No Moratorium in Canada and None Likely—Government Merely Taking Precautionery Measures to Bring About a Moratorium in Case Future Events Should Make it Necessary.

TECHNICALLY a moratorium is a period during which a debtor has a legal right to delay meeting an obligation. A limited moratorium was proclaimed in Great Britain on the 3rd of August last, but it related only to the postponement of payment of certain bills of exchange. It did not relate to the payment of wages, the payment of grocers' accounts or any ordinary obligation. Much mischief has been done in Canada by references to the subject, or to the probability of a moratorium being declared in Canada, which has created the impression that debtors are not required to pay their debts. As yet the Canadian Government has not taken power to declare a moratorium. It is proposed to pass an act which will give the Government power to declare a moratorium if the circumstances warrant. It is, however, only a precautionary measure. At the present time there is absolutely no occasion for the declaration of a moratorium. As far as we can learn business is moving satisfactorily in view of the extraordinary conditions that prevail, and the result of a moratorium would only be to make matters worse.

In our opinion the Government has acted very wisely in having legislation prepared which will give it power to handle a panic if the British forces in the field or on the sea should meet with a serious reverse. That difficulty can be met, however, when it arises. At the moment the outlook is extremely bright, not only for the success of British arms, but also for the absence of any further stress and strain on the commercial system in Canada other than already experienced. We append herewith a copy of the Act of the British Parliament which gives the Government power to proclaim a postponement of payment of certain bills of exchange for a limited period and which is usually known as a moratorium.

"POSTPONEMENT OF PAYMENT ACT 1914."

1. His Majesty may by proclamation authorize the postponement of the payment of any bill of exchange or of any negotiable instrument or any other payment in pursuance of any contract to such extent, for such time, and subject to such conditions or other provisions as may be specified in the proclamation.

2. No additional stamp duty shall be payable in respect of any instrument as a consequence of any postponement of payment in pursuance of a proclamation under this act, unless the proclamation otherwise directs.

3. Any such proclamation may be varied, extended or revoked by any subsequent proclamation, and separate proclamations may be made dealing with separate subjects.

4. The proclamation dated the 3rd of August nineteen hundred and fourteen, relating to the postponement of payment of certain bills of exchange is hereby confirmed and shall be deemed to have been made under this act.

BRITISH PROCLAMATION.

Whereas in view of the critical situation in Europe and the financial conditions caused thereby it is expedient that the payment of certain bills of exchange should be postponed as appears in this proclamation. Now, therefore, we have thought it fit by and with the advice of our privy council to issue this our royal proclamation and we do hereby proclaim, direct and ordain as follows:

If on the presentation for payment of a bill of exchange, other than a cheque or bill on demand which has been accepted before the beginning of the fourth day of August, nineteen hundred and fourteen, the acceptor reaccepts the bill by a declaration on the face of the bill in the form set out hereunder, the bill shall for all purposes, including the liability of any drawer or endorser or any other party thereto be deemed to be due and be payable on a date one calendar month after the date of its original maturity and to be a bill for the original amount thereof increased by the amount of interest thereon calculated from the date of reacceptance to the new date of payment at the Bank of England rate current on the date of the reacceptance of the bill.

The form of reacceptance requires that across the bill be endorsed the words "Reacceptance under proclamation for £————." Whatever the sum may be.

The Canadian Government propose to pass a law enabling them to declare a moratorium, but if they have recourse to that law, which is a somewhat remote possibility, the proclamation will state specifically to what class of payment it will apply.

Bright Spots

(London Financier and Bullionist, Aug. 4, 1914.)

Presently it may appear that dark as the European situation is, there may be bright spots elsewhere, and these mainly in the far-flung Dominions and Dependencies of the British Empire. They, like the United States, are feeling the shock of Europe's financial stress at the moment, but there seems no reason to apprehend that their ever-expanding activities will be checked. On the contrary, they and America—which is quite outside the sphere of Europe's great war—may positively benefit by the development of their natural resources while the trade and industry of the European Continent are brought to a standstill and the desolation of land areas induce the horrors of famine. The fertile soil of Canada will yield abundantly, and the manifold other sources of wealth in the Dominion will still be available without let or hindrance. Her mines and those of South Africa and Australasia will still be producing, India will continue to yield a surplus of grain for exportation to the United Kingdom, and the Empire's plantation interests will remain in being. Why, then, should the investor in Imperial securities waver in confidence? He is in an enviable position compared with the investor on the Continent, where destruction, not production, is now the law of life. It is true that such Imperial securities as Canadas have had a nasty slump, but why have they fallen? Largely because there has been panicky selling by Continental holders, who have found them easier to realize on than European securities on the eve of a war that means chaos. But Bourse panics in Europe do not affect intrinsic conditions in Greater Britain, where no such calamity impends as now threatens of devastate the Continent. When the situation that has come to pass is seen in true focus, British investors in the oversea Dominions of the Empire may well see cause for thankfulness, and, whatever else may happen as the result of the awful conflict now begun, it is extremely likely that when Continental nations are bled to the white by exhaustion, there may be an unexampled increase in immigration to Greater Britain, where the victims of militarism may find peace, security and prosperity under the all-embracing folds of the British flag.

The United States navy department is calling for tenders for 144,500 pounds of canned Lima beans; 795,000 pounds canned corn; and 1,715,000 pounds of canned tomatoes, 3's.

At the Weekly Conference

At This Conference The War Policy Of The Lawrence Grocery Store Is Discussed And Definite Conclusions Arrived At.

Conference No. 12.

WHEN the boy—he was always referred to as the boy around the Lawrence grocery, except of course in the first person—broke through the swinging screen doors (those doors which swing too again with a celerity which is a distinct aggravation to certain members of the fly regiment which are generally to be found on picket duty) he waved the latest war extra which was so like many other war extras which had been issued since the beginning of the great European war; it referred in a confirmatory manner to the reverses which had been suffered by the German troops on their march into Belgium, and to the clouded naval problem of the North Sea. It was just about the hour of closing and in a few minutes the members of the staff were gathered around the latest sheet which was so fresh from the press as to smear streakily when roughly handled.

Henry Lawrence had the same interest in the latest from the seat of war as had his younger and more enthusiastic co-workers—they saw the glowing side of the great struggle; he saw deeper, saw under the surface the destruction of property and of human life and the great disaster of civilization; saw also the harm to business which would likely result with a continuance of hostilities for there were already indications of it in the very unsettled state of the market.

"I tell you, boys," he declared with a far-seeing look in his eye, "we cannot begin to foretell the results of this gigantic struggle. We, in Canada, are in a pretty strong position, both from the standpoint of individuals and from the standpoint of trade and industry, but in the grocery trade we are among the first to feel the effects so far as business is concerned, for one of the first results—and a result that has already been noted—is in the increased cost of those imported foodstuffs which are being held up and other foodstuffs which in a time like this are in such strong demand that prices are bid up." The members of the staff, with the possible exception of the boy, began to appreciate the significance of the war in relation to the business in which they were engaged.

"There have already been so many changes," continued Mr. Lawrence, "that everything else this week seems of secondary importance and I am going to suggest that we devote this conference to a little talk on the store policy with regard to the advancing prices and the best manner of explaining the position of affairs to the customers of the store for I think that in this matter your co-operation will go a long way.

"As you know there have been advances in the prices of flour and about this there has been a great deal said, but the advance that has been made in regard to that commodity is comparatively small as compared with the increases in the prices of sugar, foreign raisins, lemons, French canned vegetables, canned meats, bulk tea, etc., and even such staples as rice, beans and oatmeal, while butter has been feeling the changed conditions to a material extent.

Following the Market.

"As you know I have been changing some of the prices. You might wonder on what basis these changes have been made. I have guaged the advances as nearly as possible to even up with what increases have been made by the wholesalers, the millers and the manufacturers."

Here Tom Pepper interrupted. He had been watching the advertising of the competitors, and had noted that while in some cases there was evidently an idea to take the advantage of the situation to increase prices more than conditions really warranted, on the other hand there were others who advertised that they had made no increases and were giving their customers the benefit of their stocks.

"Would it not be a good thing to follow this out," said Tom, "and advertise that we would sell the stocks we have in hand at their normal prices—we would not be losing anything."

When Prices Go Down.

It was immediately evident from the answer of the chief that the matter had had his consideration for he answered soberly.

"I want to give my customers everything to which they are entitled but I have the business to consider. I have certain small stocks on hand—for I do not think that any one had prepared for such a contingency — and my common business sense tells me that I must advance the prices on those goods to what they are worth in the market for the reason that when this temporary flurry in prices is over I will have stocks on hand which will probably be larger than those I have now. Can I go to my customers and charge them more than the market warrants? Certainly not.

"That is the chief point I want to make to you to-night and I think it will help us all in the store in the rather trying position we are placed. Explain our stand to the customers; show that the goods have a market value and that we are entitled to that price and make it emphatic that it will be the policy of this store to see that its customers are protected at the market prices. My opinion is that the grocer who tries to undersell the market now is just as much a price cutter as the man who sliced under the market before the war conditions arose."

Henry Lawrence at once saw that his remarks had had an effect upon his staff. The pointed manner in which he had shown the crux of the whole situation had evidently gone home and they were all with Frank Hastings when he expressed himself as feeling that he was in a better position to handle the goods upon which prices had been changed.

"You know my belief," declared the proprietor, "that sugar should not be handled under a profit of 20 per cent. It is a staple which is good all the time, and I have never sacrificed my policy. When the recent advances were made our prices advanced when some of my competitors held off and now when the war scare has arisen they come up strong when they think there is a stronger pull on public feeling. The advance in the price of flour I do not consider of very much importance as the advance is not really so very noticeable on the smaller bags which make up the bulk of our trade—with the baker it is entirely a different matter.

"But take butter which has gone up

(Continued on page 44.)

CURRENT NEWS OF THE WEEK

Quebec and Maritime Provinces.

Munroe Bros. have opened a grocery store at Stellarton, N.S.

Geo. F. Helleur, general merchant, Rimouski, Que., is dead.

Desrosiers & Roy, wholesale grocers, Montreal, have registered.

Omer Paquette has registered in Montreal as a retail grocer.

Labbe & Lamontagne have registered in Quebec City as grocers.

Odile Daoust, general merchant, Bassin du Lievre, Que., passed away last week.

Jos. Dubious, grocer, at 599 Atwater Ave., Montreal, passed away during the week.

The British Government has issued a bulletin to the effect that the embargo on tea coming from the United Kingdom will not be relaxed for the present, but that developments will be carefully watched in order to effect such relaxation as soon as possible. It was expected that the embargo would have been raised by the end of last week.

Ontario.

The Windsor Abattoir, Ltd., has obtained a charter.

Trainor & Devon have opened a grocery store in Thessalon, Ont.

C. B. Stuart, general merchant, Emo, Ont., is succeeded by E. W. Hogan.

W. J. Baker, general merchant, Brechin, Ont., has disposed of his business.

G. E. V. Hitzroth, grocer, of Hamilton, Ont., has admitted Geo. Clark into partnership.

Andrew Wilson, wholesale tobacconist and cigar manufacturer, Toronto, died recently.

The affairs of the Preston Co-operative Association of Preston, Ont., are reported in the hands of a Hamilton assignee.

The Cowan Co., Limited, Toronto, have donated 5,000 pounds of chocolate to the Canadian Government for the Canadian contingent.

The retail grocers of Ottawa at their regular business meeting placed themselves on record as favoring an investigation by either the government or corporation into the causes of the rise in the prices of some foodstuffs. This was done after a discussion of the action of the Household League in asking the mayor to issue a warning to grocers and other dealers in foodstuffs regarding the undue rising of prices. The grocers take this as an injustice to themselves.

At a meeting of the Hamilton Retail Grocers' Association executive last week a resolution was passed deploring the fact that certain wholesale dealers and producers had seen fit to advance the prices unnecessarily during the present crisis. They claim that there is no good reason for the advance and that the dealers are taking unnecessary advantage of the scare.

In the expectation of receiving instructions to purchase supplies for the French Army, Mr. Charles Rochereau, the French consul, is already making inquiries as to quotations for military biscuits and other foodstuffs that may be available in this country. "It is far better to purchase the goods in this country than send the wheat or flour to France, where it might be difficult to prepare it for the army," was the explanation he gave of this plan.

Western Canada.

J. Chivers, general merchant, Vonda, Sask., has sold to Penner & Co.

A. A. Ferguson, Beatty, Sask., have opened their general store again, after the fire which visited that town some time ago.

Frank Biggs, grocer, Hollyburn, B.C., has sold to McPhail Bros.

F. W. Smith, who operates a department store on Third Street, Weyburn, Sask., has decided to erect a new store before next spring. His grocery section is cramped for room in the present building, and will be much larger in the new store.

BELLEVILLE MERCHANTS' PICNIC.

Belleville, Ont.—The first outing of the Retail Merchants' Association held at 12 O'clock Point, proved to be an interesting and successful event, some 800 attending from Belleville and Trenton. Several contests were drawn up by those in charge and an exciting day spent.

Fred Smith and W. G. Huffman were the winners in the merchants' race while Geo. Ketcheson and Tom Barrett took the clerks' running contest. N. C. Cameron, district organizer, handled the events. The executive officers of the Belleville association this year are:—

Fred B. Smith—President.
H. E. Fairfield—1st Vice Pres.
J. A. McFee—2nd Vice Pres.
M. J. Doyle—Treasurer.
H. L. Wallace—Secretary.

THE WEEKLY CONFERENCE.

(Continued from page 43.)

several cents a pound—although I hardly see the reason—rice which has gone up a cent a pound and beans the same amount; raisins from the Mediterranean which promise to double in price, lemons which have practically done so, shelled nuts which have gone up several cents a pound, and the other lines in which the war has had a quick effect, we find that the proportionate advance is much more important and although it may not affect so many customers it affects us seriously on our purchases.

"In a country like this there should not be any great scarcity of the staples which are absolutely required and I think that we will find that there will be a general toning down of some expensive tastes."

The staff were quick to appreciate that in this conference it was the chief who was the spokesman — that he was the only one who in the war interest had given serious thought to these vital elements which had entered into the business. The others were hardly to be blamed, but they were quick to appreciate the position and a circle of serious faces showed that the words of the chief were being thoroughly digested.

"I think I can promise that you will have our co-operation and assistance," said Frank, and there were a couple of sober "Hear! Hears!" "I am afraid that we had hardly given serious thought to this matter and I think we are now in a better position to not only satisfactorily explain the store policy to the customers, but to give any possible assistance in making helpful suggestions."

FRUIT ORDERS TAKEN IN ADVANCE.

The Dauphin Mercantile Co., of Dauphin, Man., take special precautions in handling fruit to ensure themselves against loss. "We buy only in such quantities as we think we can clear out in two or three days," says a member of the firm, and they figure they make a fair net profit on everything but bananas. In case of Canadian-grown fruits, they take orders ahead, and on arrival deliver as quickly as possible in the town. Country customers are phoned at the same time to call for their fruit, so that they experience little loss.

Letters to the Editor

The Bad Egg Problem

Editor Canadian Groeer.—In reading your article in July 31 issue on "Boost the Good Egg Campaign," I could not refrain from writing you a few ideas from another view-point than the egg packers' association.

The "loss-off" basis as they call it according to past experiences of most business men means loss on system to the merchant.

It is alright to educate the farmer and egg producers to handle and market their eggs properly. We merchants have been doing that, or at least trying to, for years. It looks to me that the egg packers are so much concerned about the loss to the farmers, that they want to get the eggs in their possession before they name a price, and then both merchant and farmer are at the other end—and competition is practically eleminated. In January last I had a government egg specialist candle two cases of eggs for me and he pronounced them strictly new laids.

The price quoted in Toronto at that time for new laids was 37c. I shipped them to a commission house and was paid off account at 33c less commission and express with a deduction of 2 dozen for bad ones. And I had similar experiences with other commission houses.

If some of the egg packers had had the experience with the farmers that the average merchant has had, they would know that taking the farmers' guarantee that the eggs are all strictly new laid as they mean (the packers) is all rot. The only way for the merchant to be protected is for him to candle every egg himself and that means another man which means more expense, and which according to past experience, is useless in the end as far as obtaining a better price.

Mr. Editor, there is only one fair way to buy or sell anything, and that is to know the price before you receive your goods. Examine them in the presence of buyer and seller, as the merchant has to do with the farmer, but he should not be asked to take them a few hundred miles and then have the price set. We are willing and have done our share to help educate the farmer to handle eggs properly, but I don't think merchants are willing to stand the loss for the farmer and egg packers.

Let us hear from others.

G. H. LUERY.

Stirling, Ont.

AUSTRIA ANXIOUS FOR WHEAT.

A Toronto grocery broker has an interesting letter from a firm in Budapest, the capital of Hungary, dated July 24, which was just prior to the outbreak of the big war. The letter is worth while quoting and reads:—

Dear Sirs:—

We beg to request you to name us the most important firms which export wheat from America. In our state it is a bad crop and we must import large quantities. There have already been several contracts with your states.

To spare time, we should request you to speak with one or the other of these exporters, as regards giving us the representation for Hungary, to make us offers, to send samples, and to write all conditions that are desired.

If you know exporters of wheat in other cities, please write us their names, but only first-class firms.

We thank you in advance, etc.

This letter looks as if on the 24th of July this Hungarian firm realized that hostilities were imminent, but apparently did not think war clouds would burst with such rapidity or such vengeance. The letter was delayed in coming and when it reached Toronto the European embroilment was quite general.

A timely window trim for the present time. This could be used to advantage by the general merchant handling graniteware as well as sugar, sealers, rings, etc. It was shown last year by J. S. O'Neal, Welland, Ont.

THE CLERKS' DEPARTMENT

SALESMANSHIP

"It is not only what a man says, but how he says it that counts." This was the keynote of an address on "Speech in Salesmanship," delivered lately in London, Eng., by Mr. Grenville Kleiser of Toronto, formerly instructor of public speaking at Yale University.

Mr. Kleiser said he would like to extend his subject so as to include thought and personality in salesmanship. One of the first things that impressed them about the personality of a man was his appearance, his clothes, linen, shoes, his face, his exterior. These things had a mental aspect, because a man's clothes were an expression of his taste, of his culture, and of his thought. Next to attire, he would put the man's manner, which would comprise such things as courtesy, adaptability, sociability, etc. If a man knew how to adjust his voice to particular environment or mood, that would be a point in his favor.

Good speaking in salesmanship was much the same as good speaking in public, though, perhaps, on a little smaller scale. It was not necessary to have the same volume of tone or breadth of treatment, but the essential qualities for good speaking in public were similar to those in successful salesmanship. Next there was personal magnetism, that which drew people to some men more than to others. Apart from the aspect of physical vigor, the real inner source of personal magnetism he believed to be personal power, described by such words as sincerity and integrity. He meant integrity of mind and heart, not in doing the honest thing merely, but in sympathy, goodwill, and a desire to render a service to others.

Business Man of the Future.

The real, vital work of the business man of the future he believed to be along mental lines. Every act was preceded by a thought, and that was where they must look for the real source of business success. He had made a list of fifty essential qualities for business success, and it seemed to him that if they could get at the cardinal qualities that produced business success, they would be able to proceed on scientific lines.

He had sent 1,000 circulars to successful leading business men in America and Great Britain, asking, "What do you consider the essential qualities a man should possess in order to achieve great business success?" The answers more than confirmed his list. Having read this list to the company, Mr. Kleiser said he hoped it would prove of practical use, and set them thinking. They should ask, "How do I stand in regard to each one of those fifty qualities?"

It might be said, "What has faith to do with business?" He replied, "If you remove faith from the business world there would be scenes on many of the Exchanges in London, New York, Paris and other cities that would beggar description. Faith is the foundation of business to-day, and it is a great personal asset that ought to be cultivated to the very highest degree."

Ten Important Qualities.

As to optimism, he said there were two kinds. The best was intelligent optimism, not that in which one folded one's hands and said, "Everything will come all right." Ten important qualities were ambition, confidence, determination, efficiency, enthusiasm, faith, industry, initiative, integrity and vigor. It was important that business men should be constructive thinkers. Many men were pulling down as fast as they were building up. Hence 92 per cent. were failures in business, and 8 per cent. only were a success.

THE ENCYCLOPEDIA

CAVIAR.

Caviar is the salted roe or eggs of various fish of the sturgeon family. Nearly all the world's supply now comes from the Caspian Sea.

The finest quality caviar is that from Beluga, a Russian word meaning "Great White Sturgeon," the largest of all sturgeons, which grows to a length of twelve or fourteen feet and sometimes weighs considerably more than a ton—a single cowfish of that size giving as much as 360 pounds of caviar. These very big fish are becoming more scarce every year and the average Beluga now caught is much smaller.

One hears and reads much of "Astrakhan Caviar"—yet there are no fisheries at Astrakhan (Russia). The name has clung because the city of Astrakhan is the greatest shipping place for caviar, largely via Germany.

Again, many people speak of "German Caviar," yet none of the small German caviar product is exported—the impression arises from the fact that the Russian export trade is carried on principally by German firms with Hamburg headquarters. London and Paris are both "outside markets," drawing their daily and weekly supplies from the Hamburg houses—but all the caviar they receive is Russian caviar.

After the fish has been killed, the roe is separated from the skin and fine tissues which envelop it by gently rubbing through a sieve. For "fresh," i.e., mildly salted caviar, for which only roe in the best possible condition is suitable, it is then salted in the proportion of two to six pounds for each hundred pounds of roe, drained and put up in air-tight tin packages or glass jars.

Roe in which the eggs are too soft or too far ripened for "fresh" grades, is cured with 10 per cent. salt and packed in barrels for export, to be later repacked and cooked in tins for retail handling.

"Pressed Caviar," is a peculiarly Russian variety of which very little is exported.

The size of the egg or grain varies from very small to that of peas. The color is generally black but may be also any one of various shades of yellow, grey, dark green and brown. The real test of caviar is its flavor and this is as often found in the small as in the large grain and in the black as in any other color, but the large eggs and the grey and yellow or "gold" colors are the most rare and therefore the most expensive. The gold color is considered the choicest in Russia, the greyish in Germany.

Caviar in America is generally eaten on bread or toast with oil, lemon juice or vinegar and various garnishes. It is also occasionally served on ice as a special course at luncheon and dinner parties.

Wholesale Grocer Comes Through War Zone

M. Lavut, of Montreal, Has Unusual Experience in Getting Home from Austria — In Three Countries at Time War Was Declared.

Montreal, Aug. 20. (Special). — The first Canadian, after being arrested, to escape to his home, on the German-Austrian frontier, and suffering other privations in the regions which have been devastated by the European war, is M. Lavut, of the wholesale grocery firm of Lavut & Son, who has just reached Montreal, arriving at New York on the Philadelphia on Thursday last.

It was on landing at Trieste from Alexandria, Egypt, from an Austrian Lloyd steamer, that Mr. Lavut got the first shock of war, for the streets were filled with the troops of Austria, and the next day there was a declaration of war on Servia. As soon as possible he set off on the rail journey for Hamburg, to board the Imperator for New York—a trip usually accomplished in 22 hours, which in this case occupied three days. During this journey the train was held up for long periods, and the passengers had nothing to eat but a few scraps.

This journey of privation culminated when Mr. Lavut with fourteen fellow travellers were arrested on suspicion as spies—which was almost a relief, for they were decently fed after being taken in charge by the Austrians and after being held for half a day, they were released and continued northward through Germany to Hamburg.

The German city was comparatively quiet and the Montreal wholesaler thought that he had evaded the trouble until the next day when there was a wild alarm through the streets; mobilization began and war was declared with Russia the next day. The wildest excitement prevailed, and the sailing of the Imperator was cancelled.

To England Next.

At this time there were 50,000 American and British tourists collecting in Hamburg, and the advice was to get to England as quickly as possible. A couple of days later five hundred of the party got away on a train for Flushing, which went through Holland and slowly but surely pursued its way to its destination. Here the difficulty was encountered in getting transportation across the channel, but eventually the New Zealand Shipping Co. sent out a boat, and the passengers were taken aboard after being asked to sign bonds which exempted the company from responsibility. But they were not to get to England without further delay, for they were held up by a British cruiser and had to lay-to until they gave an account of themselves. This shows that even at that early stage of the proceedings England was very much on her guard.

But even in England the conditions were so upset that Mr. Lavut had much trouble in getting to Canada, and his experience gives some idea of the confusion which prevailed. He had only German and American money, and the hotels would take neither. Finally he had to take shelter at the police court, and later went to try to get passage to America. The only boat available was the Philadelphia, and he took a second class passage for $65. But he had only $30 in American money and the clerk would accept nothing else. Finally, he left $25 to clinch the deal until the next day and used his last $5.00 to cable to his people. That cable was never delivered, and his plight had not improved when the time came for him to claim his passage.

In this crisis a wealthy American offered him the difference in money and his steerage ticket, with the result that Mr. Lavut was able to get passage.

According to the returned globe trotter, there was no noticeable excitement in England until the actual declaration of war.

A Double Passenger List.

The Philadelphia carried 1400 passengers instead of her regular complement of 700. Passengers were sleeping on the floor, and he instanced the case of one woman of apparent wealth who was without baggage, and had nothing to wear but a silk evening gown.

When leaving England they were held up by four French cruisers, and a boarding party made a thorough examination of the ship and her papers, finally departing after being satisfied that all was right. After that they were not stopped, although they passed a number of cruisers, which were always in evidence, but they were all British.

CURRENT NEWS.

Bruce Phillips, for many years head clerk for H. W. Healy, of Ingersoll, Ont., bought out Buchanan Bros., of the same place.

Mrs. Burton, for 39 years in the grocery business in London, died suddenly last week.

CONTEST IN AD. SETTING.

Best Ads. Will be Given in Canadian Grocer and Will Help in Writing Christmas Copy.

Printer and Publisher, the trade paper of the printing business, is at the present time conducting a competition which will be of a great deal of interest to the grocery trade. It is a contest in the setting of a Christmas grocery advertisement. Copy is supplied the printers who take part in the competition, and it is required that each contestant set the same piece of copy to the best of his ability, rearranging the words to suit himself. Canadian Grocer has made arrangements with Printer and Publisher to publish the winning advertisements. This will be of distinct advantage to every reader of this paper at all interested in the setting of a good newspaper advertisement.

The copy supplied by Printer and Publisher is as follows:

> Make your Christmas Dinner an enjoyable surprise. How the home folks are looking forward with eager delight to the most enjoyable event of the day—the Dinner! How they will remember with pleasant thoughts the goodness of that savorsome roast, the luscious, tempting fruits, the many pleasing delicacies! Just surprise them with your tempting table and give it an atmosphere of redundant good-cheer with the many specially selected good things you'll find among our varied stock. Here is a fresh shipment of delicious fruits just opened for the Christmas season—large, firm, juicy oranges, grape fruit, malaga grapes, bananas. Fresh currants, raisins, peels, flour, nuts, spices and every material to help you make the cake a marked success. And then there are the many other necessaries to help make the dinner a real delight —canned goods, soups, peas, corn, etc., cranberries for the pie, clustered raisins, biscuits of all desirable kinds, unfermented wine, etc., and holly and mistletoe for decorations. Come in and see this new supply of Christmas eatables. You'll be pleased with their freshness and quality, and surprised at the moderate prices. Just drop into-day. We may be able to help you select a pleasing variety for your table. Harvey & Co., 445 King St. South.

The contest ends on August 31, and every reader should watch for the winning pieces of copy after that date. It will aid in the preparation of Christmas advertisements.

This is the brand of Jam that helps housewives reduce the high cost of living

There is always a brisk demand for the high quality, pure, delicious **Banner Brand** Jams, Jellies and Marmalades. Customers appreciate its economy and deliciousness—the useful tumbler container is an additional inducement that makes them buy.

L. & B. Banner Brand Jams are made only of pure, fresh fruits and Cane sugar. One order makes repeats follow.

Your jobber will supply you with any assortment of flavors in tumblers, 12-oz. glass jars, or No. 2 and No. 5 gold-lacquered pails.

Lindners Limited

WINNIPEG
306 Ross Ave.

TORONTO
340 Dufferin St.

Representatives:

H. Whissell, 2928 Drolet St., Montreal; H. D. Marshall, Ottawa; W. L. McKenzie & Co., Edmonton and Regina; Jacksons, Limited, Calgary; H. E. Gross, Vancouver; R. S. McIndoe, Toronto.

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

COOK'S FRIEND BAKING POWDER.

In Cartons—	
No. 1 (25c size), 4 doz.	$ 2 25
No. 1 (25c size), 2 doz.	2 25
No. 2 (10c size), 6 doz.	0 80
No. 2 (10c size), 3 doz.	0 80
No. 3 (5c size), 4 doz.	0 45
In Tin Boxes—	
No. 13, 1-lb., 2 doz.	3 00
No. 14, 8-oz., 3 doz.	1 75
No. 15, 4-oz., 4 doz.	1 10
No. 16, 2½ lbs.	7 25
No. 17, 5 lbs.	14 00

ROYAL BAKING POWDER.

Sizes	Per doz.
Royal—Dime	$ 0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—when packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5c tin, 40c per doz.; 4-oz. tin, 65c per doz.; 6-oz. tin, 90c per doz.; 8-oz. tin, $1.20 per doz.; 12-oz. tin, $1.60 per doz.; 16-oz. tin, $2.25 per doz.; 8-lb. tin, $5 per doz.; 5-lb. tin, $9.50 per doz.

FOREST CITY BAKING POWDER.

6-oz. tins	$ 0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$ 0 17
In 10-lb. lots or case	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

100 books and over, each	0 03½
500 books to 1,000 books.	0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, $3.00.
The King's Food, 2 doz. in case, per case, $4.80.
White Swan Barley Crisps, per doz., $1.
White Swan Self-rising Buckwheat Flour, per doz, $1.
White Swan Self-rising Pancake Flour, per doz., $1.
White Swan Wheat Kernels, per doz., $1.50.
White Swan Flaked Rice, $1.
White Swan Flaked Peas, per doz., $1.

DOMINION CANNERS.

Aylmer Jams.	Per doz.
Strawberry, 1912 pack	$2 15
Raspberry, red heavy syrup	2 15
Black Currant	2 00
Red Currant	1 85
Peach, white, heavy syrup	1 50
Pear, Bart., heavy syrup	1 77½

Jellies.

Red Currant	2 00
Black Currant	2 20
Crabapple	1 65
Raspberry and red currant	2 00
Raspberry and gooseberry	2 00
Plum jam	1 55
Green Gage plum, stoneless	1 55
Gooseberry	1 85
Grape	1 55

Marmalade.

Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	2 00
Ginger	2 20

Pure Preserves—Bulk.

	5 lbs.	7 lbs.
Strawberry	0 69	0 95
Black currant	0 69	0 95
Raspberry	0 69	0 95

14's and 30's per lb.

Freight alowed up to 25c per 100 lbs.

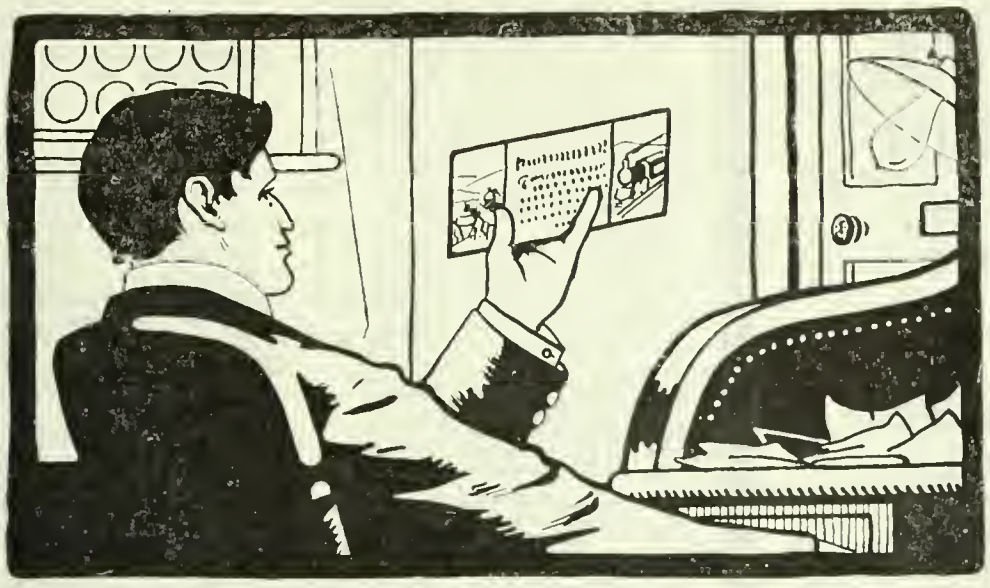
Strawberry	0 69	0 95
Black currant		0 13
Raspberry		0 13

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb	0 35
Soluble, bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.



Read our Proposition Carefully

Mr. Manufacturer—

We are prepared to sell goods for direct shipment to the wholesale trade, or to carry stocks on consignment. Six large track warehouses right in the great distributing centres, and our staff of efficient salesmen who make daily calls will keep your lines prominently before the trade. We have the knowledge of conditions, the experience, the facilities, the connection and the financial standing to handle successfully your particular line.

A large number of United States, European and Eastern Canadian manufacturers have found it particularly profitable to have their accounts in Western Canada handled by a reliable firm on the ground.

Do not overlook this market.

Write us to-day.

Nicholson & Bain, Wholesale Commission Merchants and Brokers **Winnipeg, Man.**

Branches: REGINA, SASKATOON, EDMONTON, CALGARY, LETHBRIDGE

A tip on the side, Mr. Grocer

Did it ever occur to you that you can make more money selling Malcolm's lines of Condensed Milk and Condensed Coffee than any other line on the market? Malcolm's lines of Milk and Coffee are making new and satisfied customers every day. For quality and deliciousness they are unsurpassed. Our Condensed Coffee, with milk and sugar added ready for use, is a seller from the start. No other brand can equal it for flavor.

PRICES:

St. George Brand Coffee, 2 doz. in case	$4.80
St. George Evaporated Milk, 4 doz. in case	3.60
Banner Condensed Milk, 4 doz. in case	5.25
Princess Condensed Milk, 4 doz. in case	4.50
Premier Machine Skimmed, 4 doz. in case	3.80

Order them from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax. We will prepay freight up to 50c. per 100 lbs.

Malcolm's Condensing Co.

St. George, Ontario

When Buying Seeded Raisins

You are Sure to get the very Finest quality if you specify

"PANSY" brand Fancy Quality

"DAPHNE" brand Choice Quality

Packed by

Guggenhime & Co.

San Francisco, California

The Best Value in the Market To-day

Nothing Better Can be Made

Selling Agents for Canada are:

D. J. McLeod & Co., Edmonton, Alberta; Orr & MacLain, Winnipeg; E. B. Thompson, Toronto, for Western Ontario; G. C. Warren, Regina, Sask.

Unsweetened Chocolate.

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90

Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb. boxes	0 20
Diamond, 6's and 7's, 6 and 12-lb. boxes.	0 25
Diamond, ¼'s, 6 and 12-lb. boxes	0 26

Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½ lb. packages, 2 doz. in box, per doz.	0 90

Chocolate Confections	Per lb.
Maple buds, 5-lb. boxes	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonparell wafers, No. 1, 5-lb. boxes	0 31
Nonparell wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 4 bars per box	0 85

EPP'S.

Agents—F. E. Robson & Co., Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ¼, ½, and 1-lb. tins, 14-lb. boxes, per lb.	0 35
10c tins, 3 doz. in box, doz.	0 90

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N. B.; J. A. Taylor, Montreal; P. Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Nut milk breakfast cocoa, ¼'s and ½'s	0 36
Nut milk, No. 1 chocolate.	0 30
Nut milk Navy chocolate, ½'s	0 26
Nut milk Vanilla sticks, per gr.	1 00
Nut milk Diamond chocolate, ½'s	0 24
Nut milk plain choice chocolate liquors	20 30
Nut milk sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1, chocolate, ¼ and ½-lb. cakes, 34c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins., 39c. lb.; German's sweet chocolate, ⅛ and ¼-lb. cakes, 6-lb. boxes, 24c lb.; Caracas sweet chocolate, ½ and ¼-lb. cakes, 6-lb. boxes, 32c lb.; Cinquleme sweet chocolate, 1-5-lb. cakes, 6-lb. boxes, 21c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked cocoa, ½-lb. pkgs., 6-lb. bags, 31c lb. Caracas tablets, 5c cartons, 40 cartons to box, $1.25 per box; Caracas tablets, 5c cartons, 20 tons to box, 65c.

The above quotations are f. o.b. Montreal.

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved—	Per case.
Eagle Brand, each 4 doz.	$ 6 00
Reindeer Brand, each 4 doz.	6 00
Silver Cow Brand, each 4 doz.	5 40
Gold Seal Brand, each 4 doz.	5 25
Mayflower Brand, each 4 doz.	5 25
Purity Brand, each 4 doz.	5 25
Challenge Brand, each 4 doz.	4.50
Clover Brand, each 4 doz.	4 50

Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each, 4 doz.	4 50
Peerless Brand, tall, each 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each 2 doz.	4 25
St. Charles Brand, gallons, each ½ doz.	4 75
"Reindeer" Coffee and Milk, "large," each 2 doz.	4 80
"Reindeer" Coffee and, Milk, "small," each 4 doz.	5 50
"Regal" Coffee and Milk, each 2 doz.	4 50
"Reindeer" Cocoa and Milk, each 2 doz.	4 80

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN BLEND.

1-lb. decorated tins, lb.	0 35
Mo-Ja, ½-lb. tins, lb.	0 32
Mo-Ja, 1-lb. tins, lb.	0 30
Mo-Ja, 2-lb. tins, lb.	0 30

Presentation (with tumblers) 28c per lb.

MINTO BROS.

MELAGAMA BLEND.

Ground or bean—	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 38

Packed in 30's and 50-lb. case.
Terms—Net 30 days prepaid.

FLAVORING EXTRACTS.

SHIRRIFF'S.

Quintessential.

1 oz. (all flavors), doz.	1 05
2 oz. (all flavors), doz.	2 00
2½ oz. (all flavors), doz.	2 30
4 oz. (all flavors), doz.	3 50
5 oz. (all flavors), doz.	4 50
8 oz. (all flavors), doz.	6 50
16 oz. (all flavors), doz.	12 00
32 oz. (all flavors), doz.	22 00

Discount on application.

CRESCENT MFG. CO.

Mapeleine—	Per doz.
2-oz. bottles (retail at 50c)	4 50
4-oz. bottles (retail at 90c)	6 80
8-oz. bottle (retail at $1.50)	12 50
16-oz. bottles (retail at $3)	24.00
Gal. bottles (retail at $30)	15 00

Why Not Adopt Us NOW

and share in the many repeat orders we are bringing Canadian Jobbers?

Write us or our Canadian Representative in your city for prices and samples.

WE WILL GROW WITHOUT NURSING

CANADIAN REPRESENTATIVES:
Winnipeg—Ruttan, Alderson & Lound, Ltd.
British Columbia—Hamblin & Brereton, Ltd.
Edmonton, Alta.—Geo. J. Benjamin.
Regina—G. C. Warren.
London, Ont.—J. Harley Brown.
St. John, N.B.—Walter W. Chase.
Toronto—Harry Horne Co.
Montreal—Geo. Hodge & Son, Ltd.
Saskatoon—M. A. Schaffner.

MADE ONLY BY

Geo. A. Bayle, St. Louis, U.S.A.

Established 1888—Originator of Horseradish Mustard, Peanut Butter, Horseradish Cream, Etc.

GOOD NEWS FOR CANADA

McVITIE & PRICE, Limited

Biscuit Manufacturers

EDINBURGH (Scotland) and LONDON (England)

have now a complete chain of Agents from the Atlantic seaboard to the Pacific Coast, who carry fresh stocks of their high-grade Biscuits.

Write to any of these Agents for samples and terms and you will receive prompt attention:

Nova Scotia.	C. E. Choat & Co., Halifax, N.S.
Quebec and Ontario.	C. H. Cole, 501 Read Buildings, Montreal.
	C. H. Cole, 33 Front East, Toronto.
Manitoba and Saskatchewan.	Richards & Brown, Ltd., James St., Winnipeg.
Alberta.	Campbell, Wilson & Horne, Ltd., Calgary.
	Campbell, Wilson & Horne, Ltd., Lethbridge.
	Campbell, Wilson & Horne, Ltd., Edmonton.
British Columbia and Yukon.	Kelly, Douglas & Co., Ltd., Vancouver.
	Kelly, Douglas & Co., Ltd., Victoria.
	Kelly, Douglas & Co., Ltd., New Westminster.
	Kelly, Douglas & Co., Ltd., Prince Rupert.

GENERAL CANADIAN REPRESENTATIVE:

Mr. Sydney Owthwaite, 501 Read Bldgs., Montreal

R. H. C.

Rideau Hall Coffee is most highly commended, it's the coffee customers like. Being put up in sanitary tins it is easy to display and sell —all the deliciousness of the freshly roasted coffee bean is fully retained. Your customers will enjoy this quality coffee—there's overflow value in every cup.

Your wholesaler will supply you.

GORMAN, ECKERT & CO., Ltd.

LONDON ONTARIO

Western Selling Agents

MASON & HICKEY WINNIPEG

BOLOGNA

All meats are high-priced and must be so as long as present conditions prevail. There is one line, however, that has not advanced in price and furnishes a good food at a reasonable price. Bolognas are made out of good, fresh beef trimmings and are very cheap in comparison with other foods. If you have not sold them, try them now.

MADE UNDER GOVERNMENT INSPECTION

F. W. Fearman Co., Ltd.

HAMILTON, ONT.

Your Sardine requirements

Don't overlook this item on your list—the supply of these dainties is on the decrease and the demand on the increase.

KING OSCAR
BRAND
SARDINES

have enjoyed an especially large demand. Customers have learned to appreciate their superior quality and deliciousness. Our new pack commences in July, and you will be well advised to get your order in early to ensure a full supply.

Order **now** through your jobber.

Canadian Agents:

John W. Bickle & Greening
(J. A. Henderson)
Hamilton, - - - Canada

Local Department

Canadian Early Peaches, Plums, Apples, Late Cherries, Black Currants, Celery, Egg Plant, Tomatoes, etc., etc.

Foreign Goods

California Peaches, Plums, Pears, Grapes, Fine Malagas and Tokays arriving. 1st New Jersey Sweet Potatoes in Hampers, Oranges, Lemons, Limes, Bananas.

LARGEST STOCKS BEST PRICES

WHITE & CO. TORONTO

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case	0 11¼
Cases, 5 lbs., 12 to case	0 11½
Cases, 10 lbs., 6 to case	0 11

F. O. B. Montreal.

MARMALADE.

SHIRRIFF BRAND.
"SHREDDED."

1 lb. glass (2 doz. case)	$1 90	$1 80
2 lb. glass (1 doz. case)	3 20	3 30
4 lb. tin (1 doz. case)	5 50	5 25
7 lb. tin (½ doz. case)	8 60	8 25

"IMPERIAL SCOTCH."

1 lb. glass (2 doz. case)	$1 60	$1 55
2lb. glass (1 doz. case)	2 80	2 70
4 lb. tin (1 doz. case)	4 80	4 65
7 lb. tin (½ doz. case)	7 75	7 50

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins.
D. S. F., ¼-lb.	$1 40
D. S. F., ½-lb.	2 50
D. S. F., 1-lb.	5 00
F. D., ¼-lb.	0 85
F. D., ½-lb.	1 45
	Per jar.
Durham, 4-lb. jar	0 75
Durham, 1-lb. jar	0 25

VERMICELLI AND MACARONI

C. H. CATELLI CO., LIMITED.

Hirondelle Brand.
Prices for Quebec.

	1 lb. pkgs.	Loose.
Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Animals, Stars, Alphabets, Small Paste Assorted, 30 lbs., cases	7	6½
Egg noodles, case 10 lbs., loose; cases 60 pkgs., ½ lb. each	7½	7

Marguerite Brand.

Same assortment as above	6½ 6

Catelli Brand.

Vermicelli, Macaroni, Spaghetti, 30 lbs. (loose)	5½
30 lb. cases, 1 lb. pkgs.	5½

Terms, Net 30 days.

Ontario.
L' ETOILE (STAR) BRAND.

Freight Prepaid.

1 lb. pkg., 25 cases or more	.07½
1 lb. pkg., less than 25 case lots	07½
5 lb. box, loose, per lb.	.06½
10 lb. box, loose, per lb.	.06½
21 lb., loose, long, per box	1.50

Terms net 30 days.

JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz 1 80

Straight.

Lemon, contains 2 doz.	1 80
Orange contains 2 doz.	1 80
Strawberry, contains 2 doz.	1 80
Chocolate, contains 2 doz.	1 50
Cherry, contains 2 doz.	1 80
Peach, contains 2 doz.	1 80

Weight, 8 lbs. to case, Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz 2 50

Straight.

Chocolate contains 2 doz.	2 50
Vanilla contains 2 doz.	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz.	2 50
Unflavored contains 2 doz.	2 50

Weight 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.

3 dozen to box	3 60
6 dozen to box	7 20

30 days.

RICHARDS' PURE SOAP.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naphtha as a free premium.

Richards' Quick Naptha Soap.

GENUINE. Packed 100 bars to case.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$5 90
Five cases or more	4 95

STARCH.

THE CANADA STARCH CO., LTD., EDWARSBURG BRANDS
and
BRANTFORD BRANDS.

Boxes.	Cents.
Laundry Starches—	
40 lbs., Canada Laundry	.06¼
40 lbs., Boxes Canada white gloss, 1 lb. pkgs.	.06¾
48 lbs., No. 1 white or blue, 4 lb. cartons	.07¼
48 lbs., No. 1 white or blue, 3 lb. cartons	.07¼
100 lbs., kegs, No. 1 white	.06¾
200 lbs., bbls., No. 1 white	.06¾
30 lbs., Edwardsburg silver gloss, 1 lb. cbrome pkgs	.07¾
48 lbs. silver gloss, in 6-lb. tin canisters	.08¼
36 lbs., silver gloss 6-lb. draw lid boxes	.08¼
100 lbs., kegs, silver gloss, large crystals	.07¼
28 lbs., Benson's Satin, 1-lb. cartons, chrome label	.07½
40 lbs., Benson's Enamel (cold water), per case	3 00
20 lbs. Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60
Culinary Starch.	
40 lbs. W. T. Benson & Co.'s prepared corn	.07¾
40 lbs. Canada pure corn starch	.06½
(120-lb. boxes ¼c higher.)	
Casco Potato Flour, 20-lb. boxes, per lb.	.10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.	.60
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	.06½
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	.07
Barrels, 200 lbs.	.06½
Kegs, 100 lbs.	.06½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lbs.	.07½
8 in case	.07¾
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	.08
Kegs, extra large crystals, 100 lbs.	.07
Canadian Electric Starch—	
Boxes containing 40 fancy pkgs., per case	3 00
Celluloid Starch—	
Boxes containing 45 cartons, per case	3 60
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.06
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.07½
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	.07½
(20-lb. boxes ¼c higher than 40's.)	

Do You Want More Money?

OF course you do and are willing to make use of your spare hours in a way that will net you the biggest returns. Many others like yourself have had the same desire to turn their spare time into money and profitable experience. They are now making from $5 to $20 a week, according to the time given.

IF YOU ARE NOT AFRAID OF WORK you can make $5 a week, giving 3 hours a week to taking subscriptions to

MACLEAN'S MAGAZINE

We supply you with all you need to take subscriptions except the determination. We allow a definite, liberal commission on both new and renewal subscriptions.

THE coming months are the most pleasant in the year for the work. If you write at once we can appoint you as our local representative.

MACLEAN PUBLISHING CO., Ltd.
143-149 University Avenue, TORONTO

TO look back over the year's expenditures and to be able to say with truth that every purchase was made with wisdom, forethought and economy—

Isn't that something to be proud of—something to find satisfaction in?

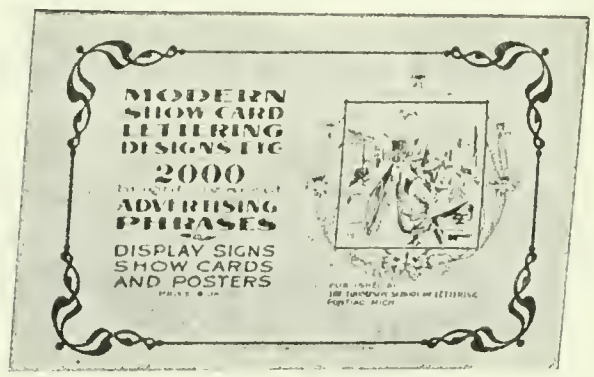
The numerous ideas and information you'll find in the advertising columns of this paper will give you a sound basis on which to decide satisfactory purchases.

Look over the advertising columns **now**—while you think of it.

INCREASE YOUR TRADE

BY

Modern Show Card Lettering, Designing, Etc.



SIXTH EDITION---NOW READY

WITH THIRTY-TWO ADDITIONAL PAGES TO THAT OF FORMER EDITIONS

A practical treatise on Up-to-Date Pen and Brush Lettering, giving instruction representing many styles of lettering, position, movement, shading, spacing, designing and arrangement, with illustrations of large and small letters of each alphabet, together with a full analysis and diagram for making neat and prominent figures off-hand for price tickets, etc. Over 400 illustrations of finished show cards and price tickets are given in

Marking Pen Lettering
Soennecken Pen Lettering
Automatic Pen Lettering and
Up-to-Date Brush Lettering

outside of fifty-one page alphabet plates and lettering exercises of a large variety of standard show card alphabets with practical instruction, together with show card designs, showing how to produce neat and fancy border and scroll outlines, tinted backgrounds, etc.

This book is far beyond anything ever published in this line. It contains solid, practical, commonsense instruction—a book that is free from absurd theories and mystifying kinks, and contains 2,000 advertising phrases for Card Signs, Posters, etc.

All orders payable in advance. If you do not find this book worth the price return it inside of five days and get your money back.

The price of the Book is $1.00
delivered to your address postpaid

Page size of book 6x9 in., 144 pages

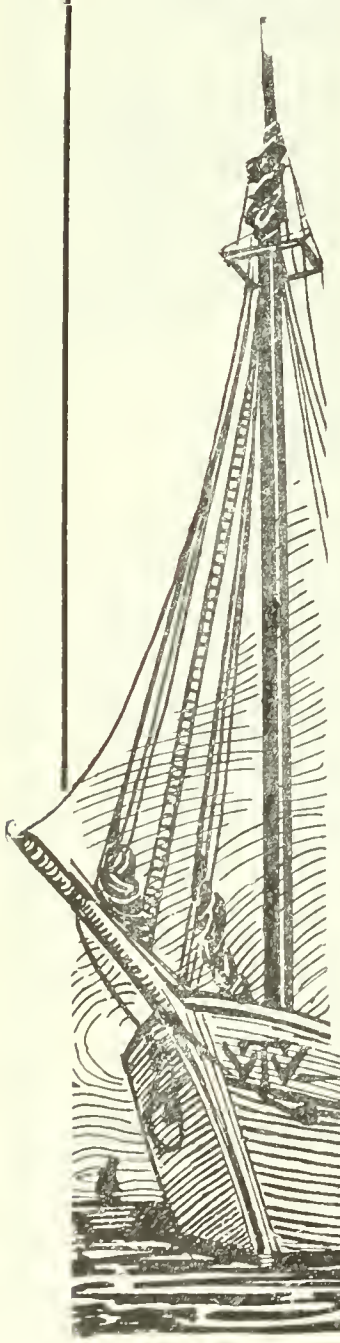
The MacLean Publishing Co., Ltd.

BOOK DEPARTMENT

143-153 University Ave. Toronto

The select of the fishermen's catch

The sweet, freshly caught fish are scientifically prepared and packed by the Connor process. All the fresh ocean flavor is fully retained. The deliciousness of *Brunswick Brand* Sea foods are enjoyed by the masses throughout the Dominion.



For quick selling and customer satisfaction there is nothing that surpasses these Brunswick lines:

¼ Oil Sardines,
¾ Mustard Sardines,
Kippered Herring,
Herring in Tomato Sauce.
Finnan Haddies (oval and round tins)
Clams,
Scallops.

Better fill in your stock now and get your share of the profitable summer fish sales.

Connors Bros.

Limited

Black's Harbor - N.B.

OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack., 4 doz. per case, $4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, $3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, $3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case; $4; Ocean Borax, 8 oz. pack., 4 doz. per case, $1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, $3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case. $3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, $6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, $6.50; Ocean Baking Powder, 4 oz. pack., 4 doz. per case, $3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, $1.60; Ocean Baking Powder, 5 lbs. tin, 10 tins per case, $7.50; Chinese Washing Powder, 8 oz., 120 pack, per case, $4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, $6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, $4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, $4; Ocean Liquid Blue, pint bottles, 2 doz. per case, $1.80; Petrolatum, 2 oz jars, 12 doz. per case, $5.40; Petrolatum, 5 oz. jars, 6 doz. per case, $5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz. per case, $7.20.

SOUPS—CONCENTRATED

CHATEAU BRAND.

Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli, Consomme, Tomato.

No. 1's, 95c per dozen.
Individuals, 45c per dozen.
Packed 4 dozen in a case.

COW BRAND BAKING SODA

In boxes only.
Packed as follows:

5c packages (96)	$3 20
1 lb. packages (60)	3 20
½ lb. packages (120)	3 40
1 lb. 30 / ½ lb. 60 } Packages, Mixed.	3.30

SYRUP.

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case	2 65
5-lb. tins, 1 doz. in case	3 00
10-lb. tins, ½ doz. in case	2 90
20-lb. tins, ¼ doz. in case	2 85
Barrels, 700 lbs.	3¾
Half barrels, 350 lbs.	4
Quarter barrels, 175 lbs.	4¼
Pails, 38½ lbs.	1 95
Pails, 25 lbs. each	1 40

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case	3 00
5-lb. tins, 1 doz. in case	3 35
10-lb. tins, ½-doz. in case	3 25
20-lb. tins, ¼ doz. in case	3 20

(5, 10 and 20-lb. tins have wire handles.)

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case	4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s, Tins, 2 doz. to case.

Quebec, per case	$1 35
Ontario, per case	1 50
Manitoba, per case	2 30
Saskatchewan, per case	2 60
Alberta, per case	2 70
British Columbia, per case.	2 40

DOMOLCO BRAND.

2s, Tins, 2 doz. to case.

Quebec and Ontario, per case	2 95
Manitoba, per case	3 40
Saskatchewan, per case	3 65
Alberta, per case	3 75
British Columbia, per case.	3 55

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles 3 and 6 doz. cases, doz.	0 90
Pint bottles, 3 doz., cases, doz.	1 75

H. P.

	Per doz
H. P. Sauce—	
Cases of 3 dozen	1 90
H. P. Pickles—	
Cases of 2 doz. pints	3 25
Cases of 3 doz. ¼-pints.	2 20

STOVE POLISH.

JAMES DOME BLACK LEAD.

2a size, gross	2 50
6a size, gross	2 40

NUGGET POLISHES.

	Doz
Polish, Black and Tan	0 35
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleanser	1 15

TOBACCO.

IMPERIAL TOBACCO COMPANY.

(Empire Branch)

Black Watch, 6s ½ butts, 9 lbs., boxes 5 lbs.	0 45
Bobs, 5s, ½ cads, 12 lbs., ¼ cads., 6 lbs.	0 39
Bobs, 10s, ½ butts, 12 lbs., ¼ cads., 6 lbs.	0 39
Currency, 5s, ½ butts, 9 lbs., boxes 6 lbs.	0 39
Currency Navy, 10s, ½ cads, 12 lbs., boxes 6 lbs.	0 39
Stag Bars, 5 1-3s, ½ butts, 12 lbs., boxes 6 lbs.	0 39
Old Fox, 10s, ½ butts, 12 lbs., boxes 6 lbs.	0 40
Pay Roll, thick, 7½s, ½ butts, 10 lbs., boxes 5½ lbs.	0 59
Pay Roll, thin, 7½s, ½ butts, 10 lbs., boxes 5 lbs.	0 59
Pay Roll, 7½s, ½ cads. 12 lbs., ¼ cads, boxes 6½ lbs.	0 59
Shamrock bars, 6 2-3s, ½ butts, 12 lbs., boxes 6 lbs.	0 50
Empire, 6s, cads 15 lbs., ¼ cads, boxes 6 lbs.	0 44
Empire, 12s, cads 15 lbs., ¼ cads, boxes 6 lbs.	0 44
Ivy, 7s, butts, 17 lbs., ½ butts, 8½ lbs.	0 50
Great West, 8s	0 59
Regal, 9s.	0 70
Starlight, 7s, ½ butts, 8½ lbs.	0 50

TEAS.

THE SALADA TEA CO.

East of Winnipeg.

	Wholesale.	R't'l.
Brown Label, 1s and ½s	.35	.40
Green Label, 1s and ½s	.37	.45
Blue Label, 1s, ½s, ¼s, and ½s	.40	.50
Red Label, 1s and ½s	.46	.60
Gold Label, ½s	.54	.70
Red-Gold Label, ½s	.65	.90

LUDELLA.

In 30, 60 and 80-lb. cases.

Black, Green or Mixed.

Blue Label ½s	0 21
Blue Label, 1s	0 20
Orange Label, 1s	0 23
Orange Label, ½s	0 24
Brown Label 1s and ½s	0 23
Brown Label, ¼s	0 30
Green Label 1s and ½s	0 35
Red Label, ½s	0 40

UPTON'S KETCHUP

is steadily making friends for itself.

A friend made is always retained—because it is absolutely the best value on the market.

Write us for prices or ask your jobber.

THE T. UPTON CO.
Limited

Factory at Hamilton,

Sales Dept. at St. Catharines.

FRUIT

No Increase in Prices

Does this not suggest something to you in these days when prices on so many staple lines are advancing? Your sales should increase daily, especially if you handle THE BEST QUALITY.

Everything in Fruit

HUGH WALKER & SON

Established 1861

GUELPH and NORTH BAY

MOTT'S "Elite" Chocolate

is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—**MOTT'S.**

Retails at 10 Cents per Cake.

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

Hot Weather Special

on

Brooms

only while they last.

4 String,	No. 100,	$3.00	line	at	$2.40
4 "	" 200,	$3.20	"		$2.60
4 "	" 300,	$3.60	"		$3.00

Regular goods.

Walter Woods & Co.
Hamilton

Rowat's

Mixed Pickles

Have earned for themselves a reputation second to none for purity, tenderness and appetizing deliciousness.

Only fresh vegetables of the finest quality are used, and the pickling process is ideal.

Dealers of quality goods handle and SELL Rowat's. Why not you? It will pay you to get in touch with the nearest distributor.

Rowat & Co.

Glasgow, - Scotland

CANADIAN DISTRIBUTORS

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba, and the North-west; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

ORANGE MARMALADE.

BANNER BRAND.

	Shipping Price Doz.	Weight Lbs.
12-oz. Glass Jars, 2 doz. to case	$1.00	33
Special Tumbler, 2 doz. to case	0.95	30¼
2-lb. Gold Lacquered Tins, 2 doz. to case	2.10	49
	Pail.	Lbs.
5-lb. Gold Lacquered Tins, 8 tins to case	0.42½	41
7-lb. Gold Lacquered Tins, 8 tins to case	0.59½	56

Freigbt prepaid up to 25c per 100 lbs. on five case lots and over.

MELAGAMA AND MINTO TEA.

MINTO BROS., LIMITED.

45 Front St. East.

We pack in 60 and 100-lb. cases. All delivered prices.

	Wholesale	Retail
Green Label, 1s, ½ or ¼	.30	.40
Blue Label, 1s, ½ or ¼	.35	.50
Yellow Label, 1s, ½ or ¼	.40	.60
Purple Label, ¼ only	.55	.80
Gold Label, ¼ only	.70	1.00

JELLY POWDERS.

WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in bandsome counter carton, per doz..... $ 0.90

List Price.

"Shirriff's" (all flavors), per doz. 0 90

Discounts on application.

YEAST.

White Swan Yeast Cakes, per case 3 doz. 5c pkgs.. 1 15

Diamond Cleanser

Has no equal as a cleaner.
Perfectly odorless.
Harmless to hands.

COSTS $3.00 PER CASE
four doz. cans to case

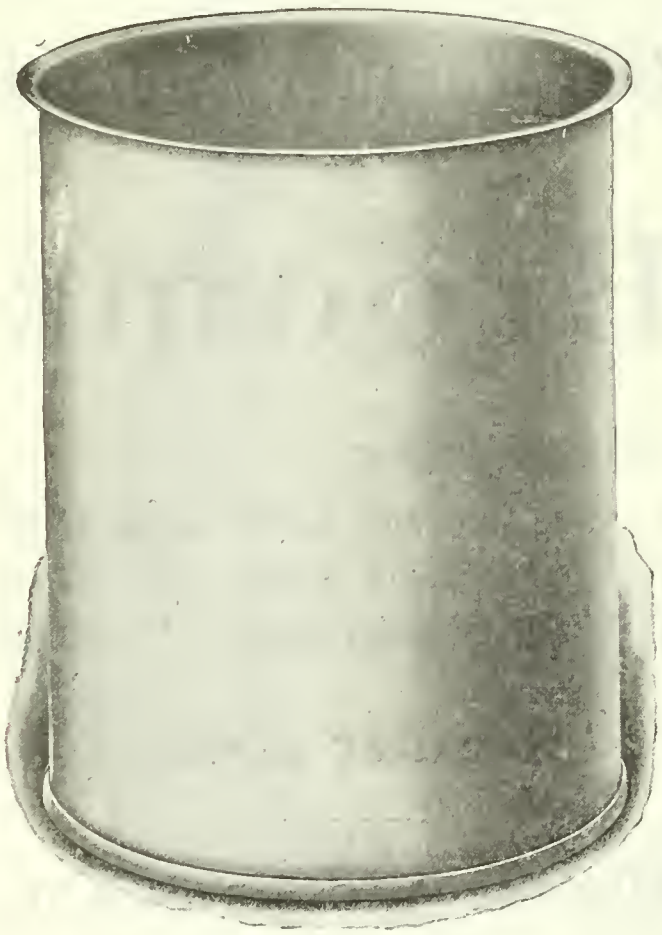
SELLS at 3 for 25c
or 10c a can

giving tbe grocer a good profit. Five case lots cost $2.85 a case.
Handled by all jobbers.

Manufactured by

Stephens, Welch & Co.

7 Ossington Av., Toronto



Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Company

LIMITED

NIAGARA FALLS, ONTARIO

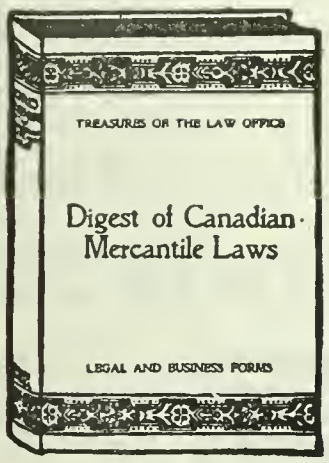
LAW

No one can afford to be ignorant of the laws governing business.

Few, however, have the time to read the many and complicated volumes of the country's laws and statutes, and for the benefit of the hustling business men a concise and understandable book has been prepared. It gives all the necessary laws and information regarding merchandising, the renting of a store or house, mortgages, buying property, collecting debts, etc. This book, the

Digest of Canadian Mercantile Laws

is a ready reference, a valuable guide in daily business, and is saving many dollars.



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A veritable consulting library on this one line so universally needed.
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The Valencia Oranges that cost no more than other high-grade brands but are

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Owen Sound, Ontario

Buyers' Guide

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

You Want This

Taylor's Prepared Mustard

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Over 100 years of success. A great deal different and a great deal better. Royalty has used it.

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The Highest Quality
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Our Cocoa and Chocolate preparations are Absolutely Pure — free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

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Established 1780

Montreal, Can. Dorchester, Mass.

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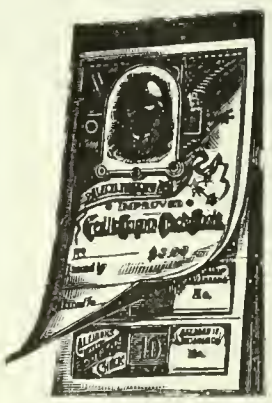
ALLISON COUPON BOOKS



You can't get away from credit busiuess without driving away trade. And if you don't use **Allison Coupon Books** you are bound to lose some money ou credit accounts. Allison Coupon Books make credit business "good as gold."

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This Page Is The Clearing House for Grocers' Wants

WHAT HAVE YOU TO SELL?

This page will find a market for that Coffee Mill you are not using quicker than any other medium, BECAUSE it goes into the hands and is read from cover to cover by practically every progressive Grocer between the Atlantic and the Pacific.

Try it out.

Talk across Canada for two cents a word

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Advertisements under this heading, 2c per word for first insertion, 1c for each subsequent insertion.

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Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

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COLLECTIONS.—ACCOUNTS AND CLAIMS of every nature collected everywhere. Send for free booklet C and forms. Commercial Collection Co., 77 Victoria St., Toronto, Ont.

MISCELLANEOUS

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queenshoro, Ont., solicits your orders.

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ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 134, Stair Building, Toronto.

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THE NATIONAL CASH REGISTER COMpany guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto. Arthur. Ont.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

ACCURATE COST-KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination — employees' time register and cost keeper. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

WANTED

WANTED — 240 AND 1200 PLATFORM scales, cheese cutter, coffee mill, oval front six-feet show case for candies. Box 56, Canadian Grocer, Toronto.

WANTED—MANAGER OF STORE. MARried man between twenty-five and forty, thoroughly experienced in the grocery trade, of good address, and competent to handle all departments. Salary and share of profits to the right man. State fully experience, references and salary expected. Box 68, Canadian Grocer, Toronto. (4-9-14)

WANTED—A RELIABLE, AMBITIOUS MAN in every town, to look after the circulation of magazines. Work very remunerative. MacLean Publishing Company, 143-151 University Ave., Toronto, Ont. t.f.

ENERGETIC SALESMAN, AGE ABOUT 40, wanted. Must have grocery connection between Montreal and Quebec. White Swan Spices & Cereals, Pearl St., Toronto, Ont. tf

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

FOR SALE

FOR SALE—ONE COFFEE MILL, MEAT slicer, Stimpson computing scale, cheese cutter, all in first-class condition. A snap. Apply Box 389. North Battleford, Sask.

GENERAL STORE AND MEAT MARKET—phone central, in connection. On Calgary and McLeod branch C.P.R. Stock $5,500.00, turnover $1,500.00 per month. Living rooms above store. Reply to Box 57, Canadian Grocer Toronto.

FOR SALE—AN ADVERTISEMENT UNDER this heading would be seen by practically every progressive grocer in the Dominion. This means that it will be read by the very man who is in need of such a coffee mill, cash register, cheese cutter, showcase, etc., that may be standing idle in your store, and which could be turned into money by an outlay of just two cents a word. See our rates above and send your ad. along to-day.

BUSINESS CHANCES

OPENING FOR GENERAL STORE AT Hubert, B.C., new town on main line Grand Trunk Pacific transcontinental railroad. Hubert is the trade center of the fertile Bulkley Valley, also supply point for great mining district. Train service has started. station and side tracts built, post office established, and Government bridge over Bulkley River, connecting highways, completed. Trade is waiting for right man to establish general store. For detailed information write R. L. Gale, Deputy Mining Recorder, Hubert, B.C.

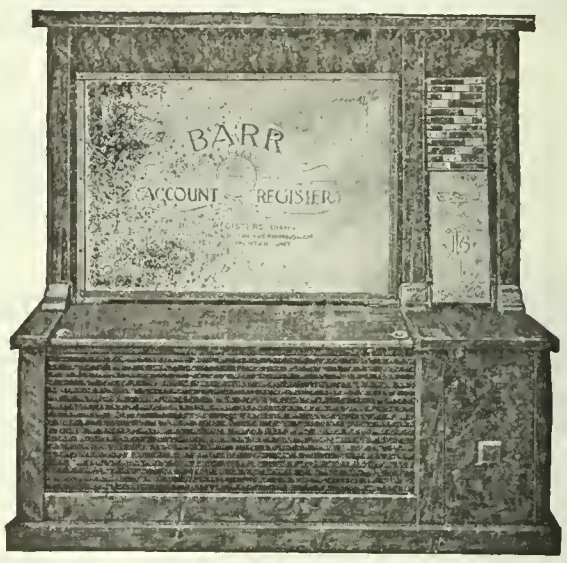
FOR SALE—ONE OF BEST RETAIL GROcery businesses in West. Turnover $160,000.00 per year. Stock $6,500.00, and all fresh. Fixtures and working stock $3,500.00. Turn stock every two weeks. $5,000 cash will handle. Address replies to G. B. M., Box 1073, Calgary. (S14)

Want Ads.

If you want a buyer for your business, or have a situation to fill or want a situation, send us a Condensed Advertisement. There is someone who is looking for a proposition such as yours. For two cents a word you can speak across the continent with a condensed advertisement in "Canadian Grocer."

Try it out.

Ask the Merchants Who Have Installed the Barr Account Register System What It Has Saved Them in Time and Labor—How It Has Encouraged Collections and Increased Net Profits.



Counter Cabinet Style—Closed

HERE IS THE UNIVERSAL VERDICT FOR THE BARR ACCOUNT REGISTER SYSTEM:

It increases collections—it increases the number of satisfied customers—it increases hours of leisure—it increases store efficiency—it increases net profits.

It eliminates bad accounts—it eliminates night work—it eliminates worry through errors in bookkeeping—and reduces losses to a minimum.

The Barr Account Register System provides a complete statement to date to every customer with every purchase.

SPECIAL NOTICE

The Barr Register is a bona-fide Canadian invention, fully protected by valid patents. There is not and never have been any legal proceedings against such patents, notwithstanding competitor's talk to the contrary. We make this announcement as we understand some merchants have been imposed upon and have been induced to buy other Registers through such talk.

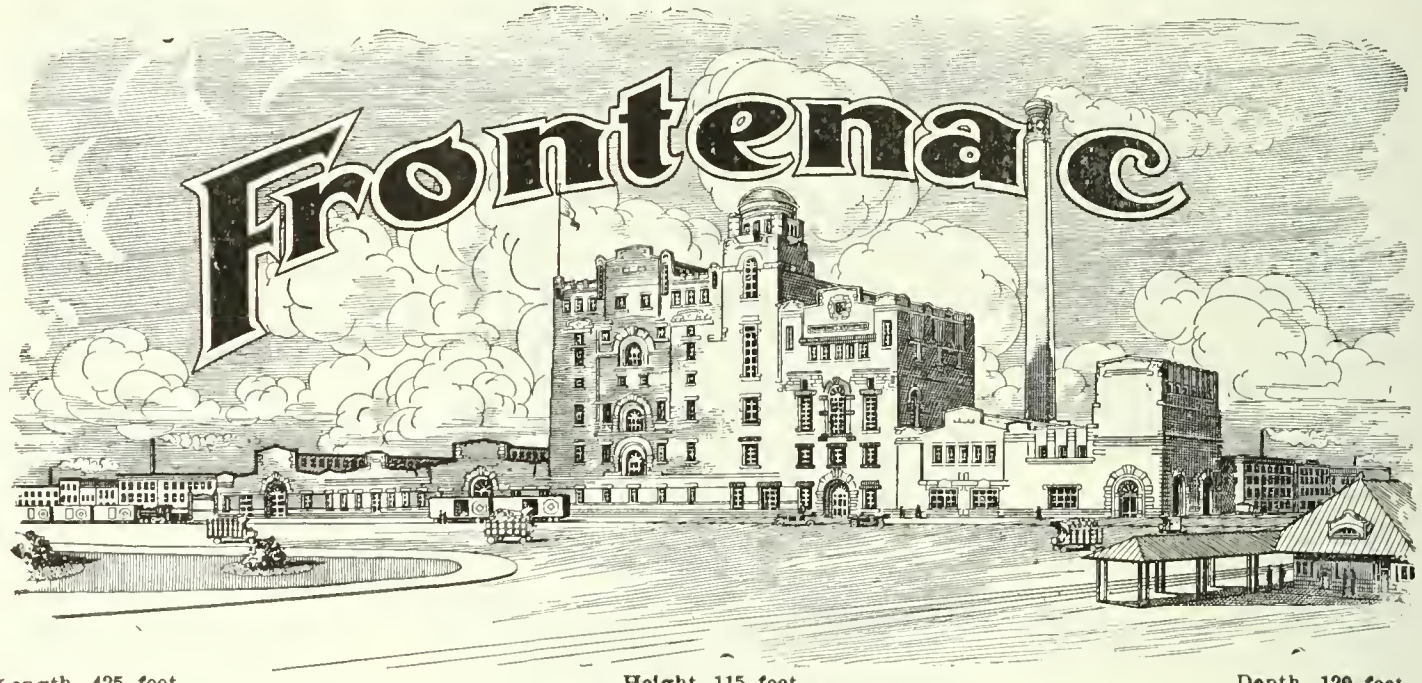
BARR REGISTERS, LIMITED.

WRITE TO-DAY FOR ALL PARTICULARS AND ASK FOR DEMONSTRATION

BARR REGISTERS, LIMITED

TRENTON, ONTARIO

Great Britain: Head Offices, Dacre House, No. 5 Arundel Street, Strand, London, W.C. Factory, Birmingham, England.



Length, 425 feet. Height, 115 feet. Capacity: 200,000 Barrels a year. Depth, 120 feet.

THE FRONTENAC BREWERIES, the finest, largest and best equipped in Canada

Frontenac Beer is Selling

Have you a stock? The new ½-doz. or full dozen cardboard package enables customer to carry it home under the arm. An idea appreciated both by latter and retailer.

Canada's Largest Brewery wants to do business with you.

THE FRONTENAC BREWERIES LIMITED, MONTREAL

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All Winter Varieties of

Ontario Apples

Car lots shipped to all parts of the Dominion

Right from Ontario's rich apple belt—best railway facilities—ready access to refrigerator cars.

Eggs! Enquire to-day re prices, etc. Ask for quotations on all grades of fresh and storage eggs.

The H. M. Hambidge Co.

Wholesale Apple and Egg Merchants

Aylmer, Ontario

Note.—Arrangements made for enclosures of pears, produce, canned goods, etc., when desired.

Do You Want More Money?

OF course you do and are willing to make use of your spare hours in a way that will net you the biggest returns. Many others like yourself have had the same desire to turn their spare time into money and profitable experience. They are now making from $5 to $20 a week, according to the time given.

IF YOU ARE NOT AFRAID OF WORK you can make $5 a week, giving 3 hours a week to taking subscriptions to

MacLean's Magazine

We supply you with all you need to take subscriptions except the determination. We allow a definite, liberal commission on both new and renewal subscriptions.

THE coming months are the most pleasant in the year for the work. If you write at once we can appoint you as our local representative.

MACLEAN PUBLISHING CO., LTD.
143-149 UNIVERSITY AVENUE, TORONTO

There is no better reason why you should sell

CHASE & SANBORN'S

High-Grade Coffees

than that it will be profitable to you —from every viewpoint.

Chase & Sanborn, - Montreal

HIGH-GRADE COFFEES

The Value of Brands

Did you ever stop to consider the value of brands on the goods you sell?

Suppose that tomorrow morning you should find all the brands in your store changed—not a familiar color, not a familiar picture, not a familiar phrase. You would consider yourself almost ruined; you would know that no amount of talking would sell these strange looking goods.

Why? Because the public has been educated to recognize the goods by the brand.

The public has learned, and thoroughly believes, that the picture of the well-known Quaker is a certain guarantee that the product is pure, clean and wholesome—the best possible.

This is the advantage that the Quaker brand would mean to you on a sack of flour. Why not use it in your business?

Total Flour Capacity
5,000 Barrels Per Day
Sold the World Over

QUAKER FLOUR

Made by the Manufacturers of
Quaker Oats, Puffed Wheat, Puffed Rice, Etc.

The Quaker Oats Company Peterborough, Ont., and Saskatoon, Sask.

(626)

TUCKETT'S ORINOCO

—the tobacco that's just a little milder than "Tuckett's Myrtle Cut"

Every tobacco user in your vicinity knows "Myrtle Cut T. & B." and appreciates its delightful flavor. It has the largest sale in Canada, but has a close second in Tuckett's "Orinoco," which is no better, but just a little milder.

Stock up to-day with the favorite smoking tobaccos. Put up in tins and packages. Recommend them to your best trade.

TUCKETT LIMITED
Hamilton, Ontario

Finest Quality

Whittemore's Shoe Polishes

Largest Variety

The Oldest and Largest Manufacturer of Shoe Dress'ngs in the World

"GILT EDGE"

The only black dressing for ladies' and children's shoes that positively contains OIL. Softens and preserves. Imparts a beautiful black lustre. LARGEST QUANTITY, FINEST QUALITY. Its use saves time, labor and brushes, as it Shines without brushing. Sponge in every bottle, so Always Ready for Use.

Also for gents' kid, kangaroo, etc.

25c size.

"ROYAL GLOSS"

For Ladies' and Children's Black Shoes

Restores the color and lustre to all faded or worn black shoes. softens and preserves the leather. Apply with sponge attached to cork.

Always Ready for Use. Shines Without Brushing.

10c size.

A TRIAL
WILL CONVINCE YOU

If you will only place a trial order at once with your jobber's salesman and then make a counter or showcase display of these shoe polishes, you will at once be convinced that it is the easiest thing in the world to make sales.

The name Whittemore stands for more than shoe polish; it stands for quality first and then quantity.

"Elite Black Combination"

The ONLY polish endorsed by the manufacturers of Box Calf leathers.

Contains oil and positively nourishes and preserves leather and makes it wear longer. Blacks and polishes. Cover remover attached to each box.

10c and 25c sizes.

"Oil Paste"

For ALL kinds of Black Shoes.

Blacks, Polishes and Preserves. Contains **no acid** to injure the leather. Will **polish Wet or Oily** shoes. Boxes open with a key (see cut). Also Tan Oil Paste.

10c size

Domolco Molasses is more wholesome than clover honey

It finds favor in the household—on the table and for cooking—ten times to the one of honey. Domolco Molasses is made from the finest quality Barbadoes sugar cane and is put through our own special process, which makes it as pure as pure refined clover honey and much more wholesome.

Our extensive advertising has placed Domolco in thousands of Canadian homes and built up a steady, increasing demand.

Why not take advantage of the popularity of Domolco and increase your revenue?

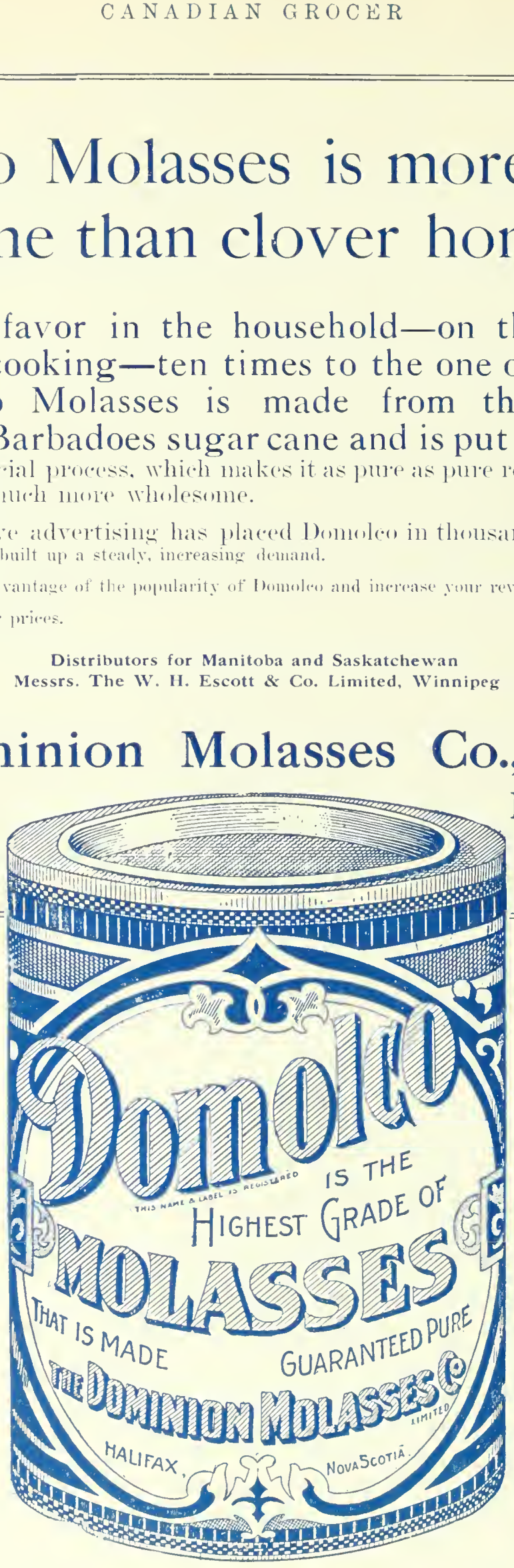
Write to-day for prices.

Distributors for Manitoba and Saskatchewan
Messrs. The W. H. Escott & Co. Limited, Winnipeg

The Dominion Molasses Co., Limited

Halifax **Nova Scotia**

The widely advertised molasses



Pure in quality delicious in flavor

FEATURING GROCERY MARKETS AND THE WAR

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVIII PUBLICATION OFFICE: TORONTO, AUGUST 28, 1914 No. 35

A Natural Remedy

There is no simpler, safer, or more agreeable preparation than

ENO'S 'FRUIT SALT'

The approved remedy for driving out disease germs. Its action is quick and thorough. It clears the intestines, rouses the torpid liver to new life, stimulates the mucous membrane to a healthy action, and cleanses and invigorates the whole digestive tract.

For more than forty years Eno's 'Fruit Salt' has been before the public both at home and abroad.

Largely advertised and **well established,** it is now in **good demand,** and is therefore bound to carry with it enquiries for other lines.

Should consequently be stocked by all Chemists, Grocers and Stores.

Prepared only by **J. C. ENO, Limited, 'FRUIT SALT' Works, London, Eng.**

"BORDO" Chocolates

have worked their way into the popular fancy in a way that amazes people who have never tried the winning flavor—once tried the case is clear.

If you would like to know the delicious, enticing flavor of "Bordo," send for our liberal sample. Try it out and get in line for real (60%) profits and continued demand.

Sample on request.

THE MONTREAL BISCUIT COMPANY

"The Originators" and Manufacturers of "SWEETS THAT SATISFY," MONTREAL

BLUE and WHITE

The Brasso Colours

These will be the Decorations at the Toronto Exhibition.

You will find them on our Stand.

The location is the Manufacturers' Section Number 2.

Call and see

"WHERE THE SHINE COMES FROM"

While reading War "Extras"

don't neglect keeping posted on trade events. To keep up sales during war times salesmen must necessarily concentrate their efforts on the better quality food products. The majority make it a point to look over this page carefully from week to week. They know that articles here advertised are high quality, dependable lines, that make good selling at all times.

We, as agents, neither advertise nor sell any lines that we cannot personally vouch for and the quality of which we have not proved. The more you get acquainted with these quality lines the more you will recommend them.

Here are a few—it will pay you to look for others in coming issues.

Griffin & Skelley Dried Fruits.
Seedless Raisins, Prunes, Apricots, Peaches and Pears in all their original goodness. A revelation to the grocer who has been handling other brands.

Stower's Lime Juice Cordial
pleases the most fastidious palates. Already sweetened, just add water and you have a most wholesome drink.

Cox's Gelatine.
Served with fruit, Cox's Instant Jelly Powder makes a delicious dessert. Perfectly pure — British made.

Taylor's Peels (Candied or Drained)
Lemon, Citron, and Orange Peels, made from best imported fruit skins. They are tender and represent the height of quality.

Codou's Macaroni, Vermicelli, Etc.
Made of finest Taganrok Russian wheat. Genuine French products made by Felix Codou.

Thistle Brand Fish
Are caught right and canned right. They retain the fresh sea flavor.

Arthur P. Tippet & Co.
AGENTS
Montreal

CALGARY, ALBERTA

WHOLESALE GROCERY BROKERS
and MANUFACTURERS' AGENTS

Competent salesmen and excellent storage accommodation at a minimum

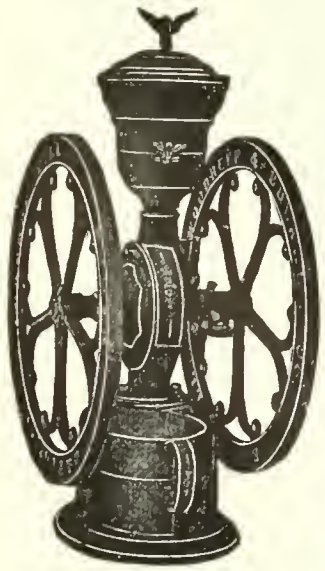
W. H. ESCOTT CO., LIMITED

326 EIGHTH AVE. WEST - - CALGARY, ALBERTA

Also WINNIPEG, REGINA, EDMONTON

WE GET RESULTS. CORRESPONDENCE SOLICITED

Out of nearly half a hundred sizes and styles of Elgin Coffee Mills



No. 40

No. 40

is one of the most popular

It meets the requirements of the average grocer in a way that is most satisfactory. The Elgin National Mill works like a charm—easy to operate, cuts keen and quickly. The first expense of installation is the only expense—no cost for electric current which is unnecessary in the general grocery business. It will pay you to write for our catalogue aud prices.

See last issue of "Grocer" for Jobbers.

MADE BY

Woodruff & Edwards Co.

ELGIN, ILL., U.S.A.

COOKS FRIEND
THE
COOK'S FRIEND
BAKING POWDER
FOR RAISING ALL KINDS OF
BREAD, PANCAKES, PIE-CRUST & OTHER PASTRY.
In making Bread with this powder no fermentation takes place, and thus neither acid nor alcohol is formed, thereby producing SWEETER, LIGHTER and WHITER BREAD than by any other PROCESS.
PREPARED ON CORRECT CHEMICAL PRINCIPLES.
Never dip a wet spoon in the POWDER. Keep it always in a dry place.

In times of War

As in times of peace, the demand continues for the old reliable

"Cook's Friend"

Baking Powder. A satisfaction-giver for over 50 years.

Dealers find it profitable to sell Cook's Friend at all times

W. D. McLaren, Limited, Montreal

Special Announcement!

No increase in prices

The makers of the well-known E.D.S. Pure Fruit Jams and Jellies have decided that although Old Country Jams cannot be imported, the price for E.D.S. Jams will, for the present, remain the same as before the War.

Dealers will be well advised, however, to lay in a good supply —new season's crop all ready for shipment.

Made only by

E. D. Smith & Son
Limited
WINONA ONTARIO

AGENTS:

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W. H. DUNN - - -	Montreal
MASON & HICKEY -	Winnipeg
R. B. COLWELL .	Halifax, N.S.
A. P. ARMSTRONG -	Sydney, N.S.

BORDEN MILK Co. LIMITED
EAGLE BRAND
Trade Mark of BORDEN MILK COMPANY LIMITED
GAIL BORDEN
EAGLE
BRAND
by which their PRESERVED MILK will hereafter be designated and for additional protection against imposition each Label will bear the signature.
Gail Borden
BORDEN MILK COMPANY LIMITED
MONTREAL, CANADA.

Let fresh milk go up in price

if it will owing to uncontrollable conditions. With a generous supply of Borden's Milk Products you or your patrons need not worry.

Borden's Milk Products

Eagle Brand Milk, Borden's Evaporated Milk, Reindeer Brand Coffee, Cocoa and Milk are always ready for the emergency and fill the place of fresh, sweet milk in a way no others can. They will act as a leveling or equalizing medium for the good housewife during the period of war prices. They will help relieve the situation by taking the place of fresh milk—when it goes up as it surely will.

Place your order now for the all-year-round goods.

Borden Milk Co., Limited
"Leaders of Quality"
MONTREAL

Branch Office: No. 2 Arcade Building
Vancouver, B.C.

JAPAN TEAS:—

Our import orders and shipments are coming along regularly. There is a general rush for our musters of actuals which up to the present have all been sold immediately, and in fact the demand this season has practically doubled.

FURUYA & NISHIMURA

Say You Saw It

in

Canadian Grocer

A store convenience — costs little — gives big service

Holds every size bag from ¼ to 10 lbs. Always ready. Saves time, space and waste of bags. Supply of bags is laid in the top; one by one is secured as required. The most practical bag holder made. You cannot afford to be without one. Write for Prices and detailed particulars.

For sale by all first-class jobbers or

The O. P. McGregor Paper Co., Limited

411 Spadina Ave., Toronto

THE NAME "FAIRBANK" MEANS SOAP SURETY

"Inside Information"

"Let the GOLD DUST TWINS do your work"

GOLD DUST has always received and is still receiving the benefit of extensive, unique and persistent advertising. Our catch phrase—"LET THE GOLD DUST TWINS DO YOUR WORK"—has been drilled into the minds of women everywhere, and it's easy for you to sell GOLD DUST because every woman knows it means a saving of work for her. Since she can depend on GOLD DUST results, you can depend on GOLD DUST sales.

"Let the Gold Dust Twins do your work."

The N. K. Fairbank Co., Limited

MONTREAL

Don't Buy "An Electric Coffee Mill"

Buy a COLES GUARANTEED ELECTRIC MILL

There's a tremendous difference — as great as there is between an unsigned check and a signed one.

When the name COLES is on your mill you're certain it's "right."

Have you a copy of Catalogue 913C?

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

COLES MANUFACTURING CO.

1615 North 23rd St. PHILA., PA

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.

Are you coming to the Canadian National Exhibition?

WE are looking forward with pleasure to meeting a large number of friends at

OUR BOOTH

Right-hand Side of Entrance to Manufacturers' Annexe.

Here you will find **Ocean Blue; Cipsy Stove Closs; Linoleo Floor Wax; Closso, The One-Minute Metal Polish; Zog, The Paint Cleaner;** and **Pyn-ka Polish,**—a line of sellers that bring customers to your store and keep them satisfied. Our chief representatives will be in attendance and will cordially welcome your call at our booth. Make it your headquarters throughout the Exhibition.

HARGREAVES (CANADA), LIMITED,
33, FRONT STREET, E. TORONTO.
Western Agents: For Manitoba, Saskatchewan & Alberta: Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon: Donkin, Creeden & Avery, 117, Arcade Buildings, Vancouver, B.C.

57 HEINZ 57

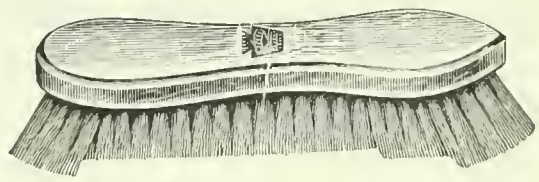
"Well Advertised Is Half Sold"

YOUR customers know the names and merits of widely advertised products, such as *Heinz 57 Varieties*, and come to your store prepared to *buy*. You don't have to explain, convince or persuade them—the advertising has done that for you!

Our Grocers' Service Department will help you to get the greatest possible number of sales in the easiest way. It is free to you. Ask our salesman about it or write to us for particulars.

H. J. HEINZ COMPANY
PURE FOOD PRODUCTS
PITTSBURGH, U. S. A.

57 HEINZ 57



The above cut shows an article of daily use in every household in Canada. We specialize on

Scrubbing Brushes

and have the cost of this class of goods reduced to a minimum. The Dealer gets the advantage of this when he buys our Brushes. We have a large range in every class of material which show good margins of profit in lines to retail from 10 cents to 25 cents. Remember it's the KEYSTONE BRAND.

Stevens-Hepner Company
Limited
Port Elgin, Ontario.

Don't Get The War Scare

THERE ARE PLENTY OF GOODS IN CANADA
TO SUPPLY YOUR REQUIREMENTS

RECEIVED LAST WEEK: (In Store)
50 Bales Sicily Filberts
1,000 Cases Cleaned Currants
16-oz. Cartons

CANNED GOODS—Fruits, Vegetables, etc.
We have a large and well-assorted stock
All lines. Imported and Domestic

California Canned Fruits
California Canned Asparagus
California Dried Fruits
Hawaiian Pines

FINEST GOODS PACKED

CHEAPEST FOOD TO-DAY IS
CANNED SALMON

We carry a full assortment of well-known brands
FRASER RIVER SOCKEYE
RIVERS INLET SOCKEYE
RED SPRING
RED COHOES and PINK

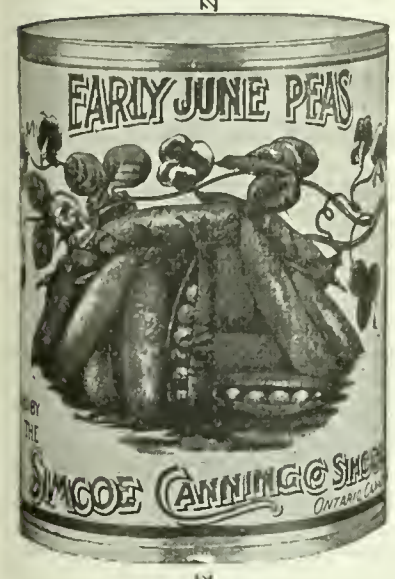
Talls Flats Half-Flats

OUR PRICES ARE REASONABLE OUR DELIVERIES ARE PROMPT
SATISFACTION ALWAYS

For Prices, Samples, Information, communicate with us

L. Chaput, Fils & Cie, Limitée, Montreal

WHOLESALE GROCERS AND IMPORTERS



By selling the finer grade Peas you make a larger profit

"Early June Peas" only cost you 2½c. dozen more than "Standards"; **"Sweet Wrinkle Peas"** only cost you 2½c. a dozen more than **"Early Junes."** Without any difficulty you can get at least 1c. a can more for these finer grades. This means an **extra** profit of 9½c. for you on every dozen tins.

Dominion Canners' Peas are vastly superior to foreign canned Peas, as most of these are artificially colored with a chemical which destroys the true flavor of the Pea, and is considered injurious to the human system.

Government Regulations now insist that canned Peas artificially colored, must have that fact stated on the label.

Dominion Canners' Peas retain their full, natural flavor, as they are picked and canned on the same day. The Peas are usually canned within a few hours after picking.

Canned Peas are cheaper to the householder than Fresh Peas. It takes about four quarts of Peas in the pod to fill a No. 2 can. Don't fail to point this fact out to your customer.

Dominion Canners, Limited

HAMILTON

DON'T GUESS

You cannot go on choosing your fancy biscuit stock forever. You must choose the right one some time or quit. CARR'S Biscuits have been chosen by more successful grocers more times than any other make. There must be a reason. *Put in a stock right away.*

CARR & CO. CARLISLE ENGLAND

AGENTS: Wm. H. Dunn, Montreal and Toronto; Hamblin & Brereton, Limited, Winnipeg, Man., and Vancouver, B. C.; T. A. MacNab & Co., St. John's, Newfoundland

Cleave's

CELEBRATED DEVONSHIRE CREAM

Chocolate

A high-grade and up-to-date article, showing an excellent profit and giving increasing satisfaction.

THE CHOCOLATE THE PEOPLE WANT.

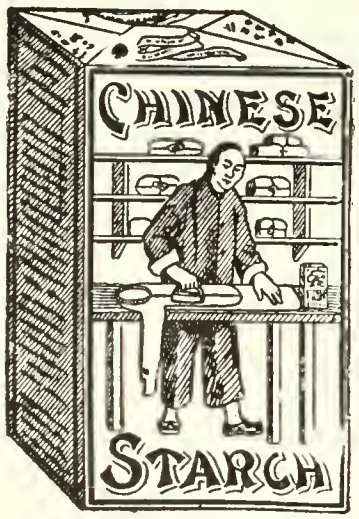
Also other new and attractive 5 cent lines.

AGENTS:

MONTREAL—F. Davy & Co., 6 St. Sacrament St.
TORONTO—Mason's Ltd., 25 Melinda St.
WINNIPEG—Hamblin & Brereton, Ltd., 149 Notre Dame Ave. E.
VANCOUVER—Hamblin & Brereton, Ltd., 842 Cambie St.

JOHN CLEAVE & SON, LIMITED

CREDITON, DEVON, ENGLAND



Profitable goods make you a permanent customer of the firm from whom you buy them. Your customers have the same attitude towards you.

CHINESE STARCH

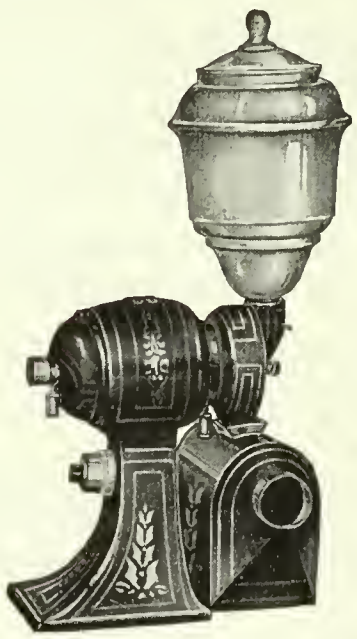
is a profitable line for you to carry, because it is a ready seller, enabling you to turn your stock quickly.

Chinese starch satisfies in every way; your customers are bound to be pleased with the excellent results obtained from its use and they'll come back for more.

Freight prepaid on order for two cases or more.

Ocean Mills, Montreal

Electric Cut Your Coffee



With an Electric Cutting Machine designed with Machine Steel Burrs tempered in Oil, which produces evenness in Grind, thus improving the Cup quality of the Coffee. Has also a Fan connected with the Rotating Burr, which keeps the Grind Head clean, so there is no danger in mixing Grades.

There is also a Numbered Setting Device arranged so that you can give your customers their Coffee as they like it. Sold on Monthly Payments and Positively GUARANTEED. Live agents wanted at principal points in Canada.

J. H. Galloway

11 Market Street

HAMILTON, ONT.

In a Class by Itself

The wise grocer will not offer any substitute for

Shredded Wheat

because he knows there is no substitute for it. Shredded Wheat is in a class by itself. It stands alone, unique and incomparable. The nutritive value of this food is due to the shredding process—and the process is covered by many patents. We are educating thousands of persons to eat it every year. You are our distributer. May we ask your co-operation in getting it to the customers in a fresh and appetizing way?

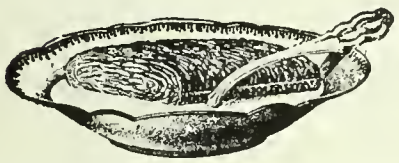
TRISCUIT is the Shredded Wheat Wafer — a crisp, tasty, whole wheat toast—delicious with butter, cheese or marmalades.

Shredded Wheat Biscuit is packed in odorless spruce wood cases, which may be readily sold for ten or fifteen cents, thereby adding to the grocer's profits.

Made by

The Canadian Shredded Wheat Co. Limited

Niagara Falls, Ont.



Toronto Office :—
49 Wellington St. E.

(62-A)

"SOVEREIGN"

SALMON

FINEST BRITISH COLUMBIA

SOCKEYE

QUALITY

IS OUR FIRST

CONSIDERATION

PACKED BY
THE ANGLO BRITISH COLUMBIA PACKING CO. LTD.
VANCOUVER, B. C.

Richards
QUICK NAPTHA
THE WOMAN'S SOAP

The Sign of a
Good Buy in Soaps

Here's a soap with a reputation behind it—it is well advertised—has a large sale—offers a 26½ per cent. profit—is backed by good service to you. Better let your wholesaler supply you with a few cases this very week.

The Richards Pure Soap Co.
Limited
Woodstock - Ontario

Has your refrigerator all of these features?

V check these over

¶ In other words is yours the best that can be bought for the money? Is it an "Arctic?"

¶—which keeps the temperature always low and the ice consumption reduced to the minimum.

¶—ice chamber fittings of heavy galvanized iron easily separated and removed.

¶—perfect circulation of dry, cold air, caused by liberal air ducts properly located.

¶ An absolute guarantee as to construction and efficiency goes with every "Arctic."

¶ **Catalogue sent with full particulars. State requirements.**

John Hillock & Co.
Limited
TORONTO, ONTARIO

Western Ontario: J. H. Galloway & Co., Hamilton. Saskatchewan: Western Butchers' Supply Co., Regina, Sask.

Tartan BRAND
THE SIGN OF PURITY

You can rely on us to give you Best Service and Best Prices possible during the present unrest and trouble.

BALFOUR, SMYE & CO., Wholesale Grocers HAMILTON

'Phones: No. 3595, 3596, 3597, 3598, 748, 462; 1807 Night 'Phone.

WE WANT AGENCIES

EVAPORATED APPLES, CANNED GOODS, PEAS, BEANS, FRUITS, VEGETABLES, Etc.

Cash advances made on consignments from reliable shippers

WM. C. CHRISTMAS & CO., - MONTREAL

Best references from the trade, banks and shippers

get
full
value

Every line of type in Canadian Grocer is printed for a distinct purpose—SERVICE.

In no feature of this journal is the idea of service more notable than in the advertising. The constant study of shrewd advertisers is how to be of most service to you.

The more the advertising may be made to pay YOU—the better will it pay the advertiser.

You are not getting the fullest benefits from this journal unless you are a constant and careful reader of its advertising pages.

There is no feature more helpful—more important—more interesting.

Why not secure to-day the educative and personal benefits of your paper by keeping in intimate touch with advertising sections?

Look it over NOW—while you think of it.

CLARK'S
TOMATO KETCHUP

Sizes, 8 oz., 12 oz., 16 oz,

CLARK'S REPUTATION, we are sure, Mr. Grocer, is a sufficient guarantee that CLARK'S 1914 pack will be the BEST EVER.

Only the best ripe tomatoes used and absolutely no preservatives.

THE PUREST OF THE PURE.

ORDER NOW.

CLARK'S
PEANUT BUTTER
Any oil that has risen to the top of the butter is pure peanut oil and should be thoroughly mixed in again before using.
W. CLARK
LIMITED
MONTREAL
and ST REMI

CLARK'S
PEANUT BUTTER

Sizes, ¼, ½, and 1, and 24 lb. pails.

BETTER THAN BUTTER
NICER THAN JAM

A first-class seller and an admirable substitute for Butter and Jam in these high-price days. Guaranteed to contain nothing but highest grade peanuts and to be strictly pure.

W. CLARK, LIMITED, - MONTREAL

White MALT

CANADIAN AGENTS

Ruttan, Alderson & Lound, Ltd.
Winnipeg

L. A. Gastonquay,
60 Bedford Row, Halifax, N.S.

Schofield & Beer,
St. John, N.B.

Nelson, Shakespeare, Watkins,
Ltd., Vancouver, B.C.

Cottell's VINEGAR

¶ Is the Vinegar to build up a permanent, increasing and profitable trade.
¶ Its delicious flavour and aroma distinguish it from all others.
¶ It is equally good for pickling, salads and table use.
¶ It is guaranteed full strength,

in short, it is the Vinegar which will pay you best to handle.

Write us to-day and let us sample and quote you.

WHITE, COTTELL & CO., - CAMBERWELL, LONDON, ENG.

It's different, superior and then plus

Because the maker has had nearly 20 years of practical experience in Lancashire, Eng. He gets the quality there—the "want more" taste—by using only pure fruits and cane sugar.
A trial will prove. Put up in 5 lb. pails and glass jars. Order from your wholesaler.

Furnivall-New, Limited, Hamilton, Ont.

AGENTS

Halifax, B. C. Woodworth, 533 Robie St.; St. John, N.B., W. W. Chase, 79 Paradise Row; Montreal, W. S. Silcock; Ottawa, E. Archdeacon; Toronto, Dunn-Hortop Co.; Fort William, W. F. Elliot; Winnipeg, H. P. Pennock & Co., Ltd.; Manitoba, Saskatchewan, Alberta, W. H. Escott Co., Ltd. Offices: Regina, Calgary, Edmonton.

The real home-made variety.

The kind that turns one sale into many

Rose Quesnel (*Smoking*)
Master Mason (*Smoking*)
King George Navy (*Chewing*)
Maple Sugar (*Chewing*)

—the four popular Rock City brand tobaccos—real business-getters and profit-makers that have the confidence of the tobacco-using trade of Canada.

They are popular with men who appreciate a good chew or smoke.

Order from your wholesaler.

The Rock City Tobacco Co.

Winnipeg and Quebec

OCER
FRESH EGGS
I GUESS I'D BETTER WAKE UP AND GET A BOWSER OUTFIT!
HIS COMPETITOR
FINE GROCER
THIS GROCER KNOWS HIS BUSINESS. HE SELLS ME GASOLENE WHILE MY WIFE BUYS GROCERIES!

The Bowser Outfit makes *two sales* grow where *one* grew before. The motorist brings his wife to buy groceries and naturally buys his gasolene at the same time, next day he comes to buy gasolene and sees some groceries that please him and buys *them*. Grocers who have no Bowser Outfit, lose both these sales and all the

BOWSER ESTABLISHED 1885

profitable trade in high-grade goods that follows. The man who rolls along the street in a car that cost as much as a house and lot *has money,* he's a good customer and you want his trade. You want to *sell him his gasolene* because he has to buy that almost *every* day. We do more than supply you the Bowser Outfit that handles the gasolene—we have taught motorists to look for the Bowser Outfit and buy their gasolene where they find it. Write us for suggestions that will increase your sales. Ask for free booklet. No obligation incurred.

S. F. BOWSER & COMPANY, Inc.

66-68 Frazer Avenue, - - Toronto, Ont., Canada

Made by Canadian Workmen and Sold by Canadian Salesmen.
Sales Offices in all Centres and Representatives Everywhere.

Original patentees and manufacturers of standard, self-measuring hand and power driven pumps, large and small tanks, gasolene and oil storage and distributing systems, oil filtering and circulating systems, dry cleaner's systems, etc. Established 1885.

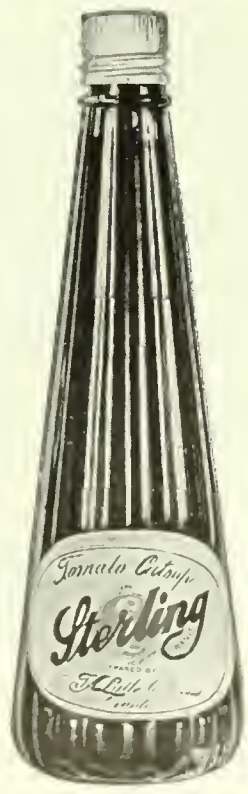
Sterling Catsup is made to suit the epicure

Sterling BRAND

Every day the Sterling Catsup territory is extending; every day the sale is growing, and all because it is **just what the people want**—it suits the cultivated taste because of its superior, truly delicious flavor, and has the volume of sale because this flavor meets the popular demand.

The freshness and deliciousness of the fresh-picked tomato is not killed by the over-use of cheap spices. The scientific blending of good spices, fresh picked tomatoes, and good vinegar give Sterling its ready sale and constant call.

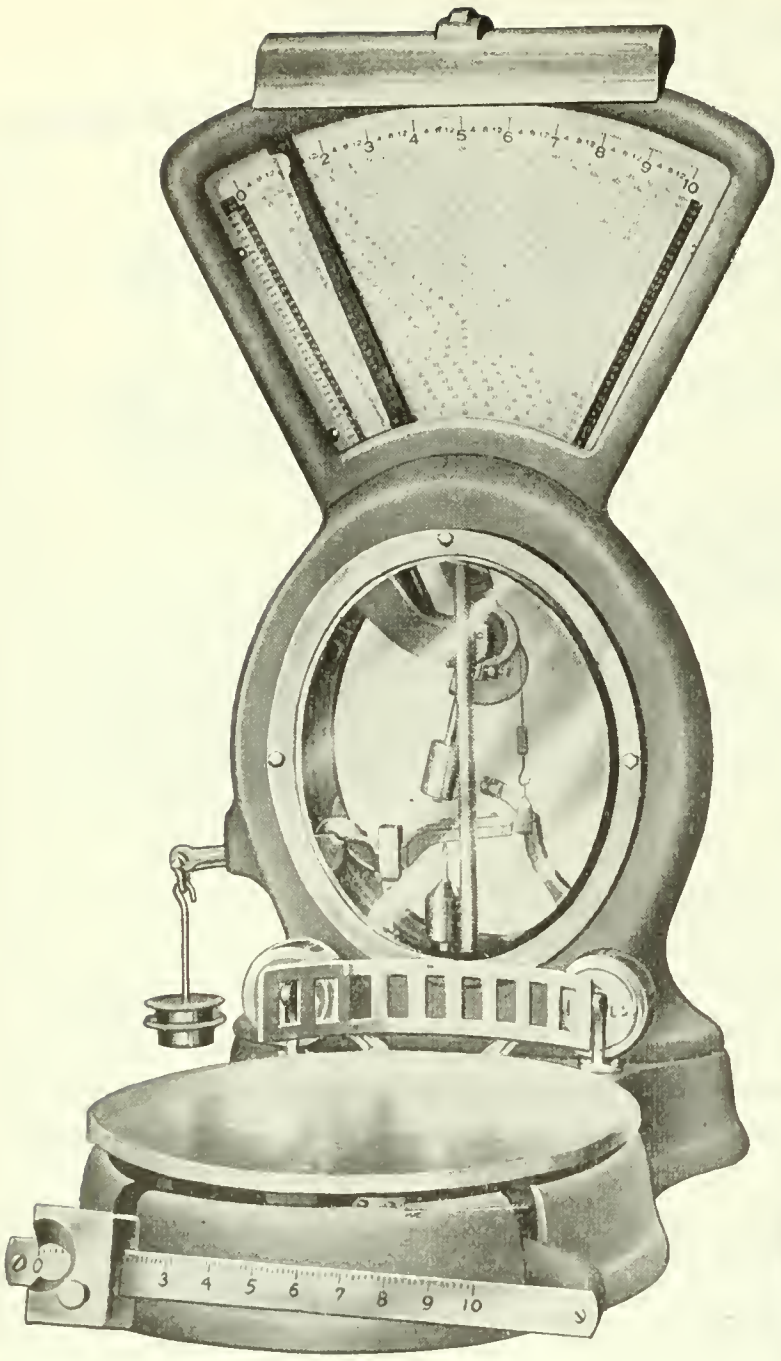
Sell at a popular price and a good profit.



Order from your wholesaler

The T. A. Lytle Co., Limited

"CANADA'S LARGEST PICKLE INDUSTRY"
Sterling Road, Toronto



Be Loyal to the Land of the Maple

Use Brantford Scales

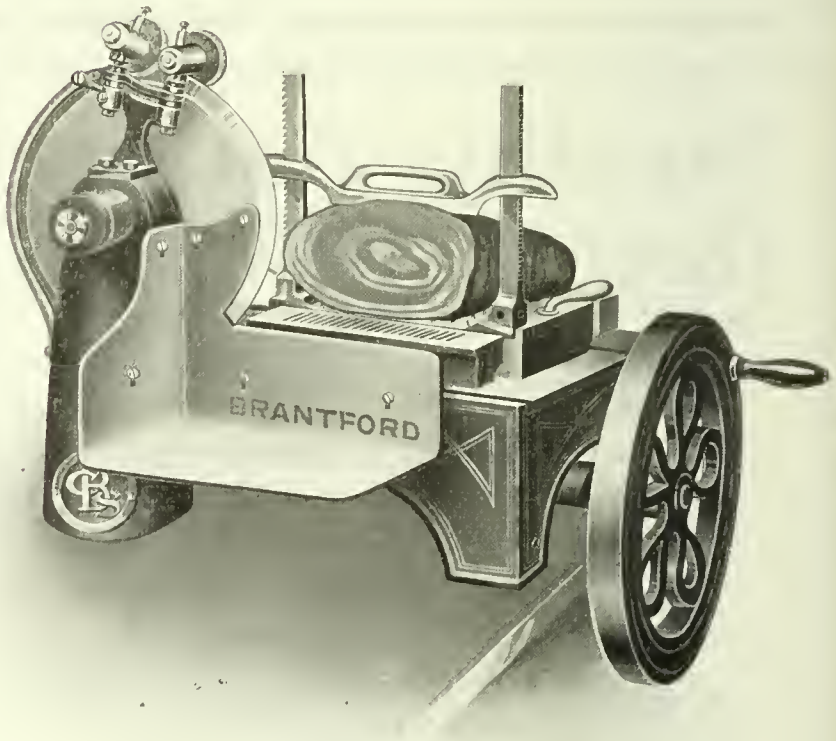
The Only Computing Scale Made in Canada

AGATE BEARINGS **NO SPRINGS**

At the present time, Canadian Workmen need work. All things being equal, you should support a Canadian Industry and keep the money in our own country.

All our men are working full time. You can help us to keep the wheels going.

Our goods are right and we stand behind them with a long Guarantee.



You should buy a Brantford Scale Because:

It will make money for you every day.

It is better value for the money than any Computing Scale sold in Canada.

It is made in Canada by Canadian Workmen.

The Brantford Computing Scale Company, Limited

BRANTFORD **ONTARIO**

Our New Meat Slicer

The best slicing machine on the market, has many new and important features.

See Our Exhibit in the Industrial Building, No. 4, at the Toronto Exhibition

St. Lawrence Granulated

100 Per Cent. Pure Cane. Put up in the sized grain your customers prefer: Red label for Fine Grain; Blue label, Medium Grain; Green label, Coarse Grain.

THE TEST OF TIME

For more than forty years, Electric Paste Stove Polish has met every requirement of thousands upon thousands of critical housekeepers.

What more could you ask? Have you tried it yet?

Place your order now, so as to avoid delay, as we are away behind on our orders. Selling agents for Canada are—

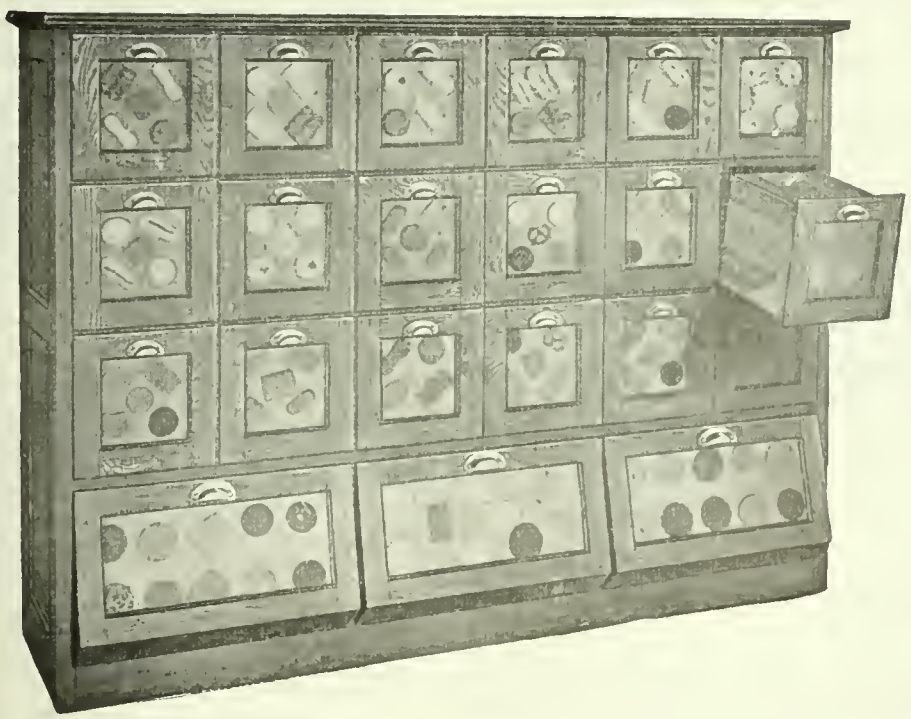
D. J. McLeod & Co., Edmonton, Alberta; Orr & MacLain, Winnipeg; E. B. Thompson, Toronto, for Western Ontario; G. C. Warren, Regina, Sask.

Standard Biscuit Case

In Sectional Lengths

makes provision for not only your tins, but also large wooden cake boxes which you find difficult to place and show contents to advantage.

This case shown is 6′ long and 54″ high, having 3 large patent roller bins in base, with bevel front to display cakes or contents of large cake boxes, and above this glass display oak front slides, fitted with rollers to insure easy running, show your stock of cakes in tins. Every large bin in base adds two feet to length of case.



Stock lengths are 6′, 8′ and 10′, but may be made to order in any length and also fitted with shelving to match regular fixtures. Made in oak to match your fixtures and sell your cakes.

Walker Bin & Store Fixture Co.,

LIMITED

Berlin, Ontario

Representatives:

Manitoba:—Watson & Truesdale, Winnipeg, Man.

Sask., Alta., and Eastern B.C.:—North-West Specialty Co., 226 3rd Ave., Saskatoon; 111 Howard Ave., Edmonton; 110 Eastman Chambers, Regina.

Vancouver, B.C.:—R. J. Borland, 1105 Pacific Street.

Montreal:—W. S. Silcock, 33 St. Nicholas St.

Maritime Provinces:—R. R. Rankine, 46 Adelaide St., St. John, N.B.

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

CHARLES H. COLE

Agent for McVitie & Price, Jas. Pascall, T. W. Beach, Johnston-Baird Co., etc.

New Address:
33 Front Street East - Toronto
Montreal Office: 501 Reade Bldg.

MORROW & COMPANY
CEREALS

TORONTO, - - - - - CANADA.
Rolled Oats, Oatmeals, Rolled Wheat, Split Peas, Pot and Pearl Barley, Graham Flour, Buckwheat Flour, Potato Flour, Wheatlets, Cornmeal, Lentils, Beans and Peas, Domestic and Imported; Sal Soda, etc., etc. Write for prices and samples, carloads and less.

"We are in the market for White Beans, small or large lots. Send samples and prices immediately."

W. H. Millman & Sons

Wholesale Grocery Brokers
TORONTO

W. G. PATRICK & CO.
Limited.
Manufacturers' Agents and Importers.
51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO
TORONTO
Established 1885
SUGARS FRUITS

KINDLY MENTION THIS PAPER WHEN WRITING ADVERTISERS

ONTARIO (Continued)

HENRI DE LEEUW
28 Fr nt Street E. TORONTO

RICE, COFFEE, DRIED FRUITS, SEEDS, CANNED and FRESH FISH, CHEESE: EDAM, STILTON, ROQUEFORT; CONFECTIONERY, ETC.

You can talk across the Continent for two cents per word with a want ad. in this paper.

WESTERN PROVINCES.

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG.
We solicit accounts of large and progressive manufacturers wanting live representatives.

G. C. WARREN, REGINA SASK.
Importer, Wholesale Broker and Manufacturers' Agent.
Trade Established, 15 years.
Domestic and Foreign Agencies Solicited
Warehouse: 1313 Garnet St.

LEADLAY LIMITED
Grocery Brokers and Importers
WINNIPEG TORONTO CALGARY
332 Bannatyne 309 King St. W. 510 Ninth Ave. W.

W. H. Escott Co.,
LIMITED
Wholesale Grocery Brokers and Manufacturers' Agents
Commission Merchants
WINNIPEG REGINA
CALGARY EDMONTON

Hamblin & Brereton
LIMITED
Importers and Manufacturers' Agents.
Winnipeg, Calgary, Vancouver.
We call on the Jobbing and Retail Trade.

WESTERN PROVINCES—Continued.

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

COCKBURN-NOLAN CO.
Limited
Importers, Brokers and Commission Merchants
Representing Pugsley-Dingman Co., Limited. Canned Foods, Limited.
312-314 Ross Avenue, Winnipeg.

H. G. SPURGEON
WINNIPEG
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce.
P.O. Box 1812.

FRANK H. WILEY
Wholesale Commission Merchant and Grocery Broker
757-759 Henry Ave., WINNIPEG

Ruttan, Alderson & Lound, Ltd.
Successors to
RUTTAN & CHIPMAN
Commission Brokers
WINNIPEG. MAN.

BRITISH COLUMBIA.

The Campbell Brokerage Co.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street, Vancouver, B.C.

NEWFOUNDLAND

T. A. MACNAB & CO.
ST. JOHN'S, - NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
Codes: A, B, C, 5th edition, and private.

When writing advertisers kindly mention having seen the ad. in this paper.

QUEBEC.

SPLENDID CONNECTION

Amongst the Jobbers and Retailers

I am open for a few more agencies, and can handle them to advantage.

Have You a Line of Candy Gross Goods?

CLAUDE BEAUCHAMP

223 Commissioners St., Montreal.

Phone Main 836. **Room 5.**

H. D. GODARD & CO.

207 St. James Street,
Montreal, P.Q.

BROKERS AND MANUFACTURERS' AGENTS

We would like two more good Canadian agencies, also one British or foreign.

Mathieu's Nervine Powders

MATHIEU'S
NERVINE POWDERS
For Headache and Neuralgia
Contain no Opium, Morphine or Chloral.
One powder will relieve and a few powders will cure you.
If you have a bad headache,
If you are feverish,
If you do not sleep well,
If you are nervous,
If you have LaGrippe,
If you suffer from neuralgia.
These powders are very good for children cutting their teeth.
18 Powders for 25 cents
DIRECTIONS

are a simple but effective remedy in all forms of headaches—a remedy which every merchant can recommend as a quick and sure cure.

Try *Mathieu's Nervine Powders* yourself at our expense as per coupon attached, if you don't know them and are a sufferer from headaches.

As a remedy for colds and bronchial troubles Mathieu's Syrup of Tar and Cod Liver Oil has become famous and this sister preparation —Nervine Powders—is rapidly winning its way.

The
J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—

Name .....
With (Name of firm) .....
Street .....
City or town .....Prov.....

WOMEN KNOW

The exquisite flavor and uses of

MAPLEINE

Can you supply them?

ORDER FROM

Frederick E. Robson & Co., 25 Front St. E., Toronto, Ont., Canada,

Mason & Hickey, 287 Stanley St., Winnipeg, Man., Can.

CRESCENT MFG. CO.
SEATTLE, WASH.

OAKEY'S

The original and only Genuine Preparation for cleaning Cutlery 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead Emery Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste 'Bluenose' yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

SMITH AND PROCTOR
SOLE PACKERS
Halifax, - N.S.

Keeping sales up during time of war is a problem easily solved by dealers who sell the moderate-priced

Bee Brand

Jellies, Starch, Borax

These specialties are of highest grade. They can always be depended upon for quality and purity. Put up in neat and attractive packages. Get the Busy Bees working for you.

Send for samples.

FORBES & NADEAU, Montreal, Que.

GRAB!

Yes, don't hesitate about answering this advertisement.

VIG-NOL

is a discovery of importance to **Wholesaler, Retailer,** and **Housewife.**

VIG-NOL acts so effectively and so harmlessly on the clothes that it nearly **does the washing itself.**

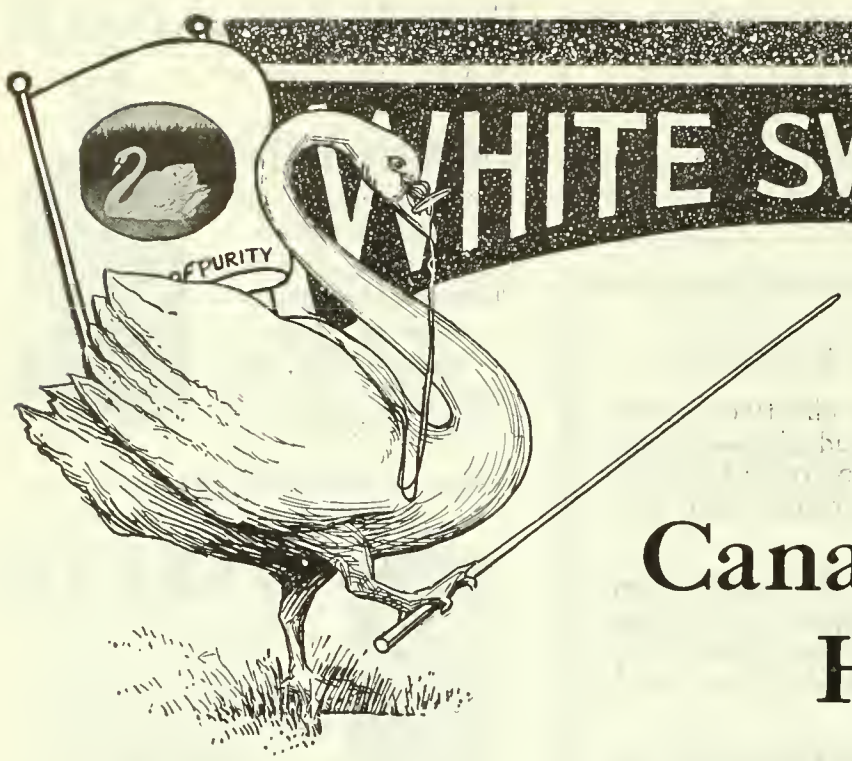
VIG-NOL, THE TABLET WASHING WONDER.

It Has Peculiar Properties Which Make It a Winner.

Write for Special Introductory Offer.

H. NAGLE & CO. P. O. Box 2024 **Montreal**

Jobbers, Write for Discounts.



No. 16

Canada Must Feed Her People

CANADA must feed the Empire, must help to feed all Europe. Canada will do her duty.

Canada must dig in and in digging in will prosper—times look better already for the grocery trade.

Canada was dazed by the suddenness of the "bolt from the blue." To-day that's passed and Canada has awakened to her enormous opportunity.

Canada is an agricultural country — a producer of foodstuffs for which there is a keen demand to-day. The farmer is going to get big prices for his grain, his cattle and his hogs. He's going to have a lot more money to spend this year. He's going to pay that bill he owes you. You are going to have more money to buy goods. Canada is going to prosper, because she is going to export more goods than ever before. The balance of trade will be in Canada's favor and Canadians will prosper.

But you must have courage to face the shifting of trade that is taking place.

Imported goods are sure to go higher in price, and in some cases will be off the market —due to various reasons—increase in ocean shipping rates, increase in marine insurance, high exchange rates, war taxes, or production in war area.

Nearly every firm influenced by a desire to curb abnormal demand and to make supplies in hand go as far as possible and to keep the wheels moving for a longer time, have put on a slight increase in price.

Spices do not grow in Canada. Some are produced in the war area, all are affected by the increased dangers and costs of ocean transportation. But let us face the situation with the resolve to make the best of it. Let us fight loyally here at home, the fight for honest prices in this crisis.

WHITE SWAN

SPICES AND CEREALS, LIMITED

TORONTO

No Advance in Prices

H. P. Sauce.

The Markets of the whole world are seething with excitement, and there is no doubt there will be a heavy advance in almost all food commodities, and we take this opportunity of advising the trade that as yet we have made no increase in the famous lines here illustrated.

La Perle Pure Olive Oil, in tins and bottles

We do not guarantee this for any stated length of time.

OWING TO THE DISLOCATION OF TRADE CONDITIONS IN EUROPE WE ARE OPEN TO REPRESENT A FEW CANADIAN MANUFACTURERS WHO DESIRE THEIR LINES WELL PLACED ON THE MARKET.

W. G. Patrick & Company, Limited

Head Office: TORONTO

Branches at:

Montreal, Winnipeg, Calgary and Vancouver

The Outlook in Canada

TRULY, it is an ill-wind that blows nobody good. One Continent's "down" is another Continent's "up." The industries of Europe are, generally speaking, at a standstill, and matters will be worse before they can be better.

The whole world is looking to the North American Continent—to Canada and the United States—for much of its provisions, machinery, textiles, boots and shoes, beverages, vehicles, cement, brick, earthenware, fancy goods, furs, glass, garments, paper, soap, tobacco, wood products, and much else. Canada must get ready to meet the demand made upon her. We have continued prosperity ahead of us if our manufacturers and merchants rise quickly to take advantage of their opportunity.

It is a time for business hopefulness, not for business gloom

Our Tea Special This Week

5,000 Fancy Basket Tins, each 1 lb. Our Own Blend, packed in Cases 50 tins at 29c.

Net
F.O.B. Toronto

Black, or Mixed, or Green.

All orders filled in rotation.

EBY-BLAIN, LIMITED
Toronto

BANNER L&B BRAND

Again we lead

—again others will follow as they did when we introduced our *clip cap* tumbler last spring

This time it's the Anchor Cap Tumbler

This tumbler is just one of the results of our unswerving policy to give you the best possible value for your money. The old style was good, but this style is better—it keeps better, it is absolutely air-tight and sanitary, it looks better and will sell better.

Despite the increased cost due to this improvement and to the big jump in sugar, this new tumbler will retail at 10c. We're even giving you better value than ever before.

The demand for "Banner Brand" products is enormous—we're running overtime—proof positive of the popularity of this brand.

The volunteers at Valcartier are eating "Banner Brand"—just another testimonial.

With these popular-priced pure fruit jams on your shelf you will enable your customers to economize very materially in the matter of fruits for the Fall and Winter.

Every ounce of Lindners' Banner Brand Jams, Jellies and Marmalades is pure, wholesome and delicious—made of fresh, ripe fruit, apple jelly and cane sugar.

See the new Banner Brand Container —the Anchor Cap Tumbler, at the earliest opportunity — your jobber has it.

Banner Brand Jams also put up in 12-ounce glass jars and No. 2 and 5 gold-lacquered pails—all flavors.

LINDNERS LIMITED

306 Ross Ave.
WINNIPEG

340 Dufferin St.
TORONTO

Representatives:
H. Whissell, 2928 Drolet St., Montreal; H. D. Marshall, Ottawa; W. L. McKenzie & Co., Edmonton and Regina; Jacksons, Limited, Calgary; H. E. Gross, Vancouver; R. S. McIndoe, Toronto.

Don't be without

MELAGAMA
AND MINTO TEA

We are still filling all orders for **40c AND HIGHER (USUAL GOOD QUALITY)** at old prices.

We take this opportunity of asking our numerous customers to mail in their orders in advance of immediate requirements, and although our travellers are off the road at present, our increased business necessitates some delay in shipping orders promptly.

P.S.—Sale guaranteed. Freight paid on 60 lbs. and over. See price list in back of this issue.

MINTO BROS., LIMITED
TORONTO

WAR
and
Bertrand's Macaroni

On account of the War situation, the French Government has stopped the exportation of "BERTRAND'S MACARONI."

We therefore notify our numerous customers that it is impossible for us to fill the orders they were kind enough to give us. We can assure them that as soon as the situation will permit to enable us to receive our regular shipments, we will be pleased to fill all orders intrusted to us.

We thank all customers for their patronage, and regret the inconvenience they are put to.

Henri Jonas & Company
Montreal

Agents for Canada and United States

With Provisions Up

and liable to go much higher, it is advisable for grocers and butchers to minimize loss from spoilage by using the best storage system that gold can buy,

The "Eureka" Refrigerator

For the past 28 years this refrigerator has gained popularity very rapidly, until today **it is used throughout the Dominion more than any other make.** Grocers and butchers from coast to coast back up every statement we make about the Eureka. Its dry, cold circulating air system and its economy in ice consumption have won their good-will.

For full information write to

Eureka Refrigerator Co.
LIMITED

31 BROCK AVENUE, TORONTO

CRYSTAL SUGAR

We are making every possible effort to take care of our customers, but in order to do this, it is absolutely necessary that all work together and keep the demand within something like normal bounds, and not allow anyone to stock up beyond actual requirements. Unless this course is pursued, the available supplies will be speedily exhausted and all will suffer in consequence.

With this situation in mind we have been reluctantly compelled to reduce many of the orders which we have received for **Crystal Granulated,** but by conserving supplies as much as possible, we hope to be able to take care of all our good friends, and when in need of immediate supplies we will be glad to have our customers communicate with us, by wire, phone or letter.

All quotations will be the very lowest consistent with market conditions, and orders will be filled as promptly as possible.

Dominion Sugar Company,
LIMITED

Wallaceburg and Berlin

Canada

The Embargo on Tea from England Is Removed and

PRICES ARE REDUCED

Although this enables us to get to our stocks in London, the Colombo and Calcutta markets remain closed and the situation is extremely difficult. However, in the meantime we have reduced the price of SALADA as follows:

		Per lb.		Per lb.
BROWN Label 1's, and ½'s	To the consumer	35c	to the trade	29c
BLUE Label 1's, ½'s, ¼'s, ⅛'s	"	45c	"	35c
RED Label 1's, and ½'s	"	55c	"	41c
GOLD Label ½'s	"	65c	"	49c
RED-GOLD ½'s	"	80c	"	55c

We cannot guarantee these prices except from day to day.

REMEMBER The Salada guarantee is always in force. We are determined the retailer shall be fully protected. THE GUARANTEE: You may return SALADA at any time and be refunded the full purchase price without question and at our expense.

"SALADA"

Toronto **Montreal** **London, Eng.**

The brand new, and delicious appetizer

Colman's *SAVORA*

One of, if not the most delicate and delicious condiment for meat, fish, etc. This entirely new preparation introduces the brand new taste—the taste that once tried always pulls. It is a sales-maker from the word "go."

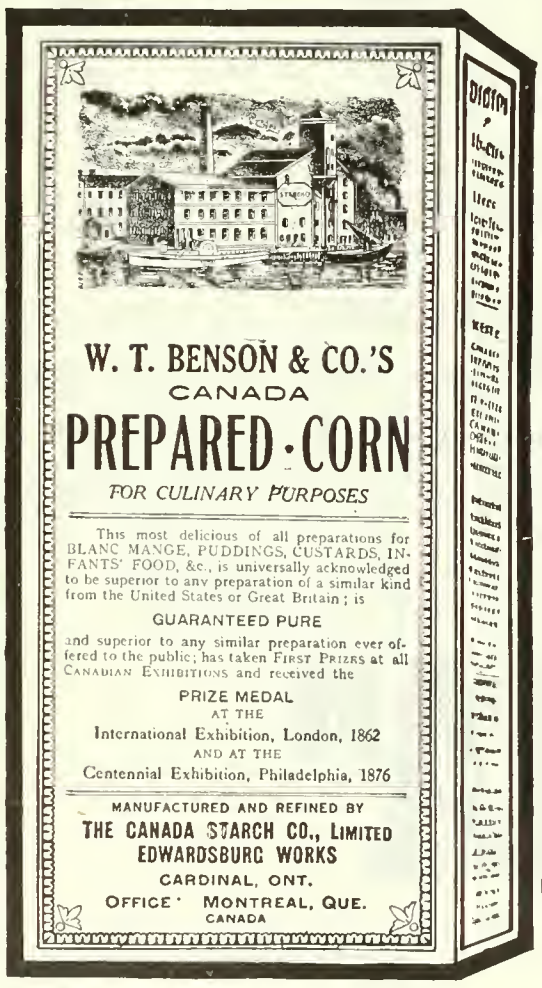
Let us send you small trial order—be the first to introduce "Savora" in your town.

Magor, Son & Co., Limited

AGENTS FOR DOMINION OF CANADA

403 St. Paul St., Montreal

Toronto Office: 30 Church Street


W. T. BENSON & CO.'S
CANADA
PREPARED·CORN
FOR CULINARY PURPOSES
This most delicious of all preparations for BLANC MANGE, PUDDINGS, CUSTARDS, INFANTS' FOOD, &c., is universally acknowledged to be superior to any preparation of a similar kind from the United States or Great Britain; is
GUARANTEED PURE
and superior to any similar preparation ever offered to the public; has taken FIRST PRIZES at all CANADIAN EXHIBITIONS and received the
PRIZE MEDAL
AT THE
International Exhibition, London, 1862
AND AT THE
Centennial Exhibition, Philadelphia, 1876
MANUFACTURED AND REFINED BY
THE CANADA STARCH CO., LIMITED
EDWARDSBURG WORKS
CARDINAL, ONT.
OFFICE · MONTREAL, QUE.
CANADA

Every housekeeper in Canada knows this familiar yellow package contains

BENSON'S PREPARED CORN

and that it is the best summer food on your shelves. So she doesn't leave it there long.

Quick turnover gives you a splendid profit.

Made by

Canada Starch Co., Ltd.

Montreal Cardinal Brantford

CANADIAN GROCER

VOL. XXVIII AUGUST 28, 1914 No. 35

War Tax to Provide $7,000,000 in Seven Months

Some Surprise at Sugar Being Placed on the List — Means Advance of 70c Per Cwt.—Coffee Goes up 3 and 4 Cents per Pound —Imported Cigars, Tobaccos and Liquors to Pay a Share.

SEVEN million dollars is the amount of money the Canadian parliament estimates the war tax on foodstuffs, tobaccos, cigars, beverages, etc., will bring in between now and the end of the fiscal year—March 31. Sugar is the principal article of food that is subjected to the war tax, and on this item alone it is estimated that the increased customs would mean a revenue in a year of $5,000,000, or about half that amount between now and the end of March.

Coffee is another item in the foodstuff line that will be made bear a share in providing the necessary revenue. Green coffee now enters free. Under the new tariff it will pay 2¼ cents per pound, British preferential, and 3 cents per pound as the general rate. The increase in revenue for a year, judging from the past, would be about $500,000, or about half that amount between now and the end of the fiscal year.

There have been changes made in condensed milk, condensed coffee, and milk foods, but the increased revenue here will be inconsequential.

Where Revenue is Cut Off.

The tariff has also been raised on sweetened biscuits, preserved fruits and jams and jellies, but a large share of these imports come from the United Kingdom and since the embargo on foodstuffs there has been put an effective stop to the shipping of them, it would not appear at the time of writing that the increased revenue would amount to very much. But later on this may be changed.

On cigars, cigarettes and tobaccos the excise will be higher. The specific duty on cigars and cigarettes is up from $3 to $3.50 per pound. Cut tobacco is raised from 55 to 65 cents and manufactured tobacco (n.o.p.) and snuff from 50 to 60 cents. This in a year would mean an increase in the excise duty of $200,000.

The increase in the excise on spirits will, it is estimated, mean an additional revenue of $1,250,000 before the end of the fiscal year.

These duties mentioned together with the other rises shown in the schedule on the next page, will probably bring the total up to the $7,000,000 extra by March 31. The Government finds it requires a capital and special war expenditure of about $60,000,000, and the seven millions from this war tax will go towards this fund.

How Sugar Is Affected.

From the table it will be seen that the duty on sugar is more than double. On raw sugar prior to change it was 31½ cents per hundred, British preferential, whereas under the new schedule it is 88c. This means an increase of 56½ cents per hundred weight. Under the General Tariff the increase is the same. In the case of refined the British preference is increased by 80 cents per hundred and the General by 75c. The increase in the duty alone should mean at least a 70c advance in the refiners' price, and the fact that when they go into the advanced raw market next time for supplies will mean still further advances. The war tax on sugar was undoubtedly unexpected in most quarters.

Where formerly there was no duty on green coffee, 2½ cents per pound will be charged against it coming from British dominions. The General Tariff will be 3 cents per pound. Coffee will therefore advance in price and in fact it has, as will be seen from our market pages.

The advance in the duty on coffee has disarranged the coffee situation considerably. It means a straight advance of at least 3 cents per pound as little coffee comes via British possessions, and therefore the preferential tariff would not apply. Loss in weight in roasting will bring this up to 4 cents. This will probably mean that the retailer will have to add on 5 cents per pound. Early in the week all offers were withdrawn from primary sources, but it was expected quotations on Brazil coffee would be resumed soon. There was pretty heavy trading in coffee during the past month, due to the anxiety of importers in getting supplies and the uncertainty of shipments.

It has been stated that the rise in the duty on spirits would have an effect on the price of vinegar, but vinegar men say that this does not necessarily follow. Vinegar manufacturers get their spirits from bond from liquor holders, and as these are used for manufacturing purposes they claim the higher excise does not apply to this article. Before the war tax was levied, vinegar manufacturers anticipated that vinegar duties would be advanced and one at least took out several thousand gallons spirits from bond in expectation of same.

There is, however, news going the rounds that later on, or at any minute, the Government may put on some additional war taxes on other excise goods and that vinegar will be one of them. It is therefore difficult for the manufacturers to know exactly where they are at.

Imported cigars and cigarettes will be higher. In case of the latter there may be a decrease in the number in a box.

The War and the Tariff

TO obtain an increase of $7,000,000 in customs duties between now and March 31, the Dominion Government has established what is colloquially called a "War Tax." The following are the changes in the tariff as announced in parliament by Finance Minister White:—

	Present tariff.		New tariff.	
	Brit. pref.	General.	Brit. pref.	General.
Cocoa paste, sweetened	3½c	4c	4c	4½c
Cocoa powder	20 p.c.	25c	22½ p.c.	27½ p.c.
Cocoa and chocolate preparations.	22½ p.c. and ½c per lb.	35 p.c. and ½c.	22½ p.c. and 1c	35 p.c. and 1c
Coffee extract	2c	2c.	5c	5c.
Coffee roasted, n.o.p.	1½c	2c.	4c	5c
Coffee, roasted, indirect	10 p.c. and 1½c	10 p.c. and 2c.	4c and 7½ p.c.	10 p.c. and 5c
Coffee, green, direct	free	free.	2¼c	3c
Coffee, green, n.o.p.	10 p.c.	10 p.c.	10 p.c. and 3c	10 p.c. and 3c
Condensed milk	2c	3¼c	2½c	3¾c
Condensed coffee and milk	20 p.c.	30 p.c.	25 p.c.	35 p.c.
Milk foods, n.o.p.	17½ p.c.	27½ p.c.	20 p.c.	30 p.c.
Biscuits, sweetened	17½ p.c.	27½ p.c.	20 p.c.	60 p.c.
Fruits preserved in brandy not exceeding 40 p.c.	50 p.c.	50 p.c.	60 p.c.	60 p.c.
Fruits preserved in brandy exceeding 40 p.c.	$2.40 gal and 30 p.c.	same.	$3 and 30 p.c.	same
Fruits, canned	1½c.	2¼c	1¾c	2½c
Jellies, jams, etc.	2¼c	3¼c	2¾c	3¾c
Preserved ginger	20 p.c.	30 p.c.	25 p.c.	35 p.c.
Cocoa, dessicated	3c	4c	3½c	4½c
Sugar, refined	72c.	$1.08	$1.52	$1.93
Sugar, raw	31½c per 100 lbs.	31½c.	88c.	88c.
Confectionery	22½ p.c.	35 p.c.	22½ p.c. and ½c	35 p.c. and ½c.
Cigars and cigarettes	$3per lb. and 25	same	$3.50 and 25 p.c.	same
Mfg. Tobacco, n.o.p.	50c.	50c.	60c.	60c.
Cut tobaccos	55c.	same	65c.	same
Ales, beers and porters in casks, per gal	16c.	same	30c	same
Ales, etc., in bottles, gals	24c.	same	42c	same

Lime and Fruit Juices.

Lime and fruit juices having not more than 25 per cent. of proof spirits are placed under a duty of 75c instead of 60c per gallon.

If the proof spirit is more than 25 per cent. the specific duty is raised from $2.40 to $3.00 per gallon, the ad valorem duty remaining unchanged at 30 per cent.

Lime juice and fruit juice, n.o.p., are increased from 22 to 22½ per cent. under the general tariff and from 15 to 17½ per cent., under the British preference.

Alcohol is increased from $2.40 to $3.00 per gallon.

On alcoholic perfumes in small bottles the duty is raised from 50 to 60 per cent.; in larger bottles the specific duty is raised from $2.40 to $3.00. The ad valorem duty to remain unchanged.

On spirits of nitre the duty is also raised from $2.40 to $3.00 per gallon.

On medicated wines the increase is from 50 to 60 per cent.

On malt flour a special war tax of 3c per pound is imposed in addition to the existing ad valorem duty of 35 per cent.

Chemical preparations, including patent medicines, when dry, remain unchanged; but on all others the duty is raised from 50 to 60 per cent. If they contain more than 40 per cent. of proof spirits the specific duty is increased from $2.40 to $3.00 per gallon.

Paints and colors, ground in spirits, are increased from $1.00 to $1.25 per gallon.

The Excise Increases.

The following are the increases in the excise duties:—

Spirits from $1.90 to $2.40 per gallon.

Malt liquors from 10 to 15c per gallon.

Malt from 1½c to 3c per pound; crushed malt from 2½c to 5c.

Manufactured tobacco from 5c to 10c per pound; cut tobacco and twist from 5c to 10c per pound.

Snuff and snuff flour from 5c to 10c per pound.

Cigars from $2.00 to $3.00 per thousand; if in small packages $3.00 to $4.00 per thousand.

Cigarettes weighing not more than three pounds per thousand, from $2.40 to $3.00 per thousand; weighing more than three pounds per thousand from $7.00 to $8.00 per thousand.

In order to meet the action of distillers and brewers who have ex-warehoused their goods with a view to avoiding expected war taxes, all the excise duties are made retroactive to August 7th, and the same date applies to the import duties on liquors.

The European War Cuts Off Many Supplies

No Flavorings for Jelly Powders—Imports of Jute Stopped—Seed Supplies Likely to be Short—Price of Tin Doubles—Some Cases Where There Are no Advances—Bread up in Montreal.

JELLY FLAVORS HARD TO GET.

Jelly powder manufacturers are now unable to obtain the necessary ingredients at the former prices. A big percentage of the flavors used in the manufacture come from Germany, and, of course, this source of supply is absolutely cut off. Some of the firms are holding their former prices, but as soon as present supplies of flavoring materials are depleted there will undoubtedly be price advances.

* * *

SALT IN JUTE BAGS.

The fact is that it is almost next to impossible at the present time to obtain jute bags, there has been a rise in price of salt sold in them. The jute comes from India, and usually in German bottoms, and now it simply cannot be secured. The price of salt in barrels, cotton bags and cartons remains the same. The exact extent of the advance in salt in jute bags has not yet been decided upon.

Jute being hard to get is also increasing the cost of sugar sold in bags made from it. Substitutes are being made from hessian cloth, which is claimed to be just about as good.

* * *

TIN DOUBLES IN PRICE.

How the European war is causing an increase in the prices of certain metals and affecting the production of others is told by the Geological Survey of New York. The war has raised the New York price of tin to 65 cents a pound. In July tin sold as low as 30.5 cents a pound. The raise in price is attributed to insecurity of ocean freights which are carried largely in English and German bottoms.

The price of tin has a direct bearing on the canned goods market, as the cost of the can containing the goods must be added on to the general cost. It may not, however, directly affect this year's prices, as no doubt the majority of the canners have had their supplies of tin cans for some time. But should the present situation be maintained for any length of time, prices another year would have to be partially based on this increased cost.

* * *

NO INCREASE IN THIS CASE.

The Cowan Co., Toronto, has announced to the trade that between now and Christmas at least there will be no increase in the prices of their 5-lb., 1-lb., ½-lb., ¼-lb. and 10-cent tins. President H. N. Cowan further announces that he does not expect the staff will be reduced or wages cut. This policy has been taken in face of the fact that some of their raw materials have gone up in price.

E. D. Smith & Son, Winona, Ont., and the Imperial Extract Co., Toronto, announce no advance at present in jams and marmalade respectively. Many other firms are doing the same so far as the present is concerned.

* * *

GOOD MACARONI SALES.

The past few weeks has seen a big demand for macaroni. The reason for this is plain. The war has put a stop to the importing of macaroni, and it is a very nourishing food. These two facts have tended to heavy sales. Macaroni, etc., should be sold now as a cheap and wholesome food.

* * *

SEEDS ARE HIGHER.

While no doubt there are few who realize it, the European war is having the effect of boosting the prices of seeds. Bird seed, for instance, is up from $7.50 a hundred to $12. France is the chief country of production of bird seed, so the reason for this advance is plain.

Vegetable seeds, too, are liable to go up, as we obtain large supplies from France. Seed men say that in many cases seeds produced in Canada grow all to tops, whereas the imported seeds go more to root. This is why Canada imports so many of them. Flower seeds are brought principally from Germany, France and Italy, while the bulk of our bulbs come from Holland. Of course, the present season for seeds is about over, but it is no doubt the effect of the war will be seen next year.

* * *

BREAD IS DEARER

In Montreal there have been advances made in bread prices from 1c to as much as 3c per loaf. The difference is due to the fact that prices have been on an irregular basis, and, while the big makers were getting up to 14c, some of the smaller bakers, who have keen competition, were down as low as 10c. This accounts for the difference in the increase, as some of the small people who were taking a very small profit have taken the opportunity to put their business on a better basis—and it is said that they needed to. The advances in the price of flour are hardly covered by the advance of 1c, but 2 cents should meet the situation and give the baker something to his advantage.

* * *

ON THE LONDON TEA MARKET.

A letter from London, England, dated August 13, received by Canadian Grocer, has the following to say on Indian teas: "The first auctions since August Bank holiday and the declaration of war were held during the week, for which 40,242 packages were catalogued. Although competition was fairly active, there was a tendency among buyers to restrict an upward movement by division of parcels. This is accounted for by the desire on the part of distributors to keep retail prices at the same level as hitherto. Prices were irregular and uncertain, good liquoring medium teas up to 9d per lb. being mostly sought after at firm to dearer rates, whilst fine teas, which usually at this time of the year command most attention, were neglected. Common descriptions with fair average quality remain much on a parity with the last quotations, but those with light plain liquors were inclined to be easier."

* * *

FOODS OF BRITISH SOLDIERS.

A telegram from Paris, France, to London says:—"A special envoy of The Temps, who has returned from the front, had an opportunity of seeing the British troops. He was much struck by the excellent commissary arrangements. Huge cases of sugar, tea, cocoa, tinned meats and vegetables and enormous pots of jam have been provided for the men. Everything has been done, he said, in the minutest detail to insure their well-being."

WAR COURAGE.

Many a man in Canada, willing to go a-warring across the seas, is unwilling to fight at home—against the shadowy foes of bad times or of business depression.

This is a time in Canada when Canadian business men should fight—fight to capture new trade and to hold old trade. To stop one's advertising is to withdraw a powerful offensive and defensive force, and to expose one's business without a guard.

If the courage of manufacturers, wholesalers, retailers—the generals and captains of trade and industry—fails, the courage of the nation will ebb.

Keep up your courage.

Keep up your advertising.

Grocery Situation as Told by Brokers' Cables

More Foreign Goods Coming Than Anticipated—Embargo off Tea and Some Other Goods in Great Britain—Currants, Raisins, Spanish Almonds Are Being Purchased — Some Code Cables Coming.

From Interviews with Grocery Importers.

TORONTO, Aug. 27.—There was an evident note of optimism among the grocery brokers this week that was absent last, or at the most only visible to a small degree. Cables were arriving more freely and foreign goods were being purchased and paid for with more facility; there were signs of a gradual lifting of the embargo on at at least some foodstuffs in Great Britain, and even one or two cables came over the waters in code form. Last week almost everyone had concluded it was next to impossible to get any market news from abroad and the prohibition of foods in the motherland was thought to be at the very least a prolonged fixture. Things are evidently loosening up considerably since the shock of the first stage of the European upheaval had paralyzed ocean commerce and foreign markets.

Embargo Off Tea

Probably the most important market feature of the week was the removal of the embargo on tea in the Old Country. This has been a much debated question during the past couple of weeks. At first information reached Toronto shortly after export of all goods was prohibited that the embargo would be removed. This, however, did not materialize as anticipated, the next information coming to the effect that it would be retained. This caused some packers of package teas to advance prices as the supplies were totally cut off while in many cases bulk teas had been advanced a week or two previous. Towards the end of last week calculations were again upset by the sudden arrival of a cable that the British authorities had relaxed and that tea could be exported. One broker cabled Colombo during the week to determine whether tea could be bought on that market or not and received the laconic reply "Yes."

Another evidence of the reopening up of foreign trade is found in the two cables received by a broker from his raisin shipper in Denia, Spain. The first quoted raisins at a certain price to be shipped via New York and the next gave a quotation of two shillings less direct to Canada.

Cocoa and Cocoa Butter Coming.

The embargo in Great Britain has, too, been lifted on unsweetened cocoa, according to the agent of a British cocoa firm. Jams or biscuits cannot be exported. One broker reports it taken off cocoa-butter the export of which was at first prohibited. On the Corinthian which has arrived in port at Montreal he has a shipment of this line, the invoice being dated August 4. The same man received a cable from Shanghai on tea in code form which last week was allowed under no circumstances. "We sent a message there," he states, "which had to be in English and which cost us $1.26 per word." The rate of exchange at the beginning of the week was 12½ or exactly $5 per pound sterling.

Goods Left at British Docks.

Still another importer was very hopeful of getting through his supplies of confectionery, jellies, custard powders and other more or less luxuries. On Monday last he received several letters from Old Country manufacturers all of which intimated that it would only be a matter of a short time before the embargo would be removed. One letter dated August 13 stated that the shipper had received instructions from the authorities to leave the goods that had been hauled to the docks there until definite word was received as to whether they could be shipped or not. "As the dock is not any too safe a place for foodstuffs," remarked the importer, "it would certainly appear that the goods would soon be shipped. While of course I cannot say definitely, I certainly expect my confectionery, jellies and luxuries on order. I am informed too that prices of the majority of the goods are down from what they were after the initial scare and in fact some are on the same basis as those existing before the war." This importer represents a Swiss firm, and while a letter dated July 30 arrived the other day, two weeks late, no news since the war became general has come through. It is next to impossible to get shipments from Switzerland even though she is one of the neutral countries of Europe. Goods from there usually come up through Germany and Belgium to Antwerp from where they are shipped, and anyone acquainted at all with the map and the war proceedings so far will realize that that route as well as the next best through France to Cherbourg, is capable of handling no freight.

Some Currants on the Way.

From Patras, Greece, comes the cable that no more old currants would be shipped from there dating from Friday last. Just why this embargo is placed on old currants by the Greek Government is not known, but it does not affect the new fruit. The broker who received this cable has, however, old currants on the way via New York which are expected to arrive in four or five weeks time. These have been pretty well distributed among the wholesale trade. Practically all the currants in this country now are in the hands of the retailers.

So far as one broker is concerned, news from Spain is rather conflicting. His Valencia raisin shipper in response to a cable advised that the war was hindering shipments. His Malaga raisin and Spanish almond shipper on the

BRITISH EMBARGO LOOSENING.

From present indications it appears that the embargo on foodstuffs in Great Britain is gradually being loosened as the authorities get time to consider the merits of each individual case. When war was first declared the British Government prohibited exportations of foodstuffs as a precautionary measure. It was no doubt their desire to hold all staple articles in case they should be later on required and this embargo stopped exports entirely Now that the situation is being analyzed it looks as if the policy of the authorities is to allow those goods to proceed which are considered to be in the luxury class, or which were plentiful are not actually needed for the maintenance of life This reasoning would account for the removal of the embargo on such goods as tea, cocoa, cocoa-butter, confectionery (apart from sweetened chocolate) jellies, custard powders, etc.

other hand, cabled that prospects were very favorable to shipments. This importer sells as a rule a couple of hundred tons of Spanish almonds a season to 50 of French. While Sicily produces the biggest crop, the higher duty prevents them being shipped to any great extent here. They do not enjoy the French treaty tax like the Spanish and French goods. So far as the French walnuts and almonds are concerned, however, there are few prospects of getting much goods through. There have of course been many sales of old walnuts, one firm cleaning up some 400 cases in a short time.

A French cream of tartar exporter was cabled since the outbreak of the war as to prospects of shipping and prices. No answer was received by wire but a letter came the other day stating that cream of tartar was quoted about double and that none was being exported. The same firm received a letter from their French walnut shipper which, as seen by the post mark and stamp, had been posted in England. This illustrates the way things are tied up in the countries actually engaged in hostilities.

On the whole things look very much brighter than at any time since the first declaration of war.

What Caused Food Advances?

Was it the Rush of Buyers or Were Rises Made First? — Purchases Made by Consumers in Montreal Stores—Staple Articles Gone in for Generally.

AS there are always two sides to a question, so there will be two viewpoints as to the incentive for the increased prices of foodstuffs—on the one hand it is claimed that a rush of buyers made it necessary to protect stocks to a certain extent, particularly as many lines were low at the time war broke out; on the other hand, it will be said that the advances in prices started the buying.

A commonsense view of the situation brings out the main factor that war has always had the effect of advancing prices of foodstuffs—there is a curtailment of production and an interference with transportation, while there can be but little change in the consumption of staples. People can do without some merchandise, but they cannot go without food.

Taking Only Legitimate Profit.

There is nothing to show that, generally speaking, there has been any effort on the part of the average grocery trade to take more than a legitimate profit and to provide against a future which gives prospects that certain lines of imported goods will be cut off. Flour and sugar have been advanced, and it is in connection with these two commodities that the principal demand of the public has been. The increased prices which the retailer is usually charging are only in proportion to the increased cost he is paying, and this applies to the other lines which have been advanced—and they are not so many as the public might be led to believe.

That there has been a great rush on the part of the buying public is evident at all the grocery stores—but as to the extent that this buying might be referred to as a panic is a different matter. A representative of Canadian Grocer had an opportunity of looking over a big bunch of orders which had been received in the grocery department of one of the largest stores in Montreal, and with a few exceptions he was impressed with the sensible manner in which the people were buying staples.

How the People Bought.

The orders not only indicated that staples were being bought, but that in the buying there was no particular indication that commodities or articles to be affected by the war were being chosen in particular. The manager of the department stated his opinion that purchases were being made against the day when there might not be so much money in the family exchequer, and he considered that a wise domestic policy was being shown.

The orders were running on the average from two to five dollars each, and on practically every one there was an order for sugar; orders for flour were also to be noted in nearly every case, and again rice was an outstanding item. When people are buying large quantities of rice it does not look as if they are buying without judgment. Right through the lines of staples the ordering was strong, and when the statement is made that in this house the sales of laundry soap—which is hardly likely to be much affected by the war—had been doubled, the point is emphasized that it was evident that it was a case largely of buying staple goods.

In the store referred to the statement was made by the manager that the trade of the week before Christmas had been doubled and the usual volume quadrupled since the opening of the war—and the rush was growing rather than subsiding. It was the policy of the store to sell out everything at the old prices that conditions would permit, and not many advances had been made.

Cut Down on Sales of Sugar.

The difficulty was in adopting a policy to control the sales of flour and sugar, and it was not long after the big buying began that single orders for sugar were refused, and even on mixed orders the item was held down to one 20-lb. bag. With flour the demand had run as high as 100 barrels a day in the wood, not to mention bags; this had to be controlled, and flour also was only sold in mixed orders.

Of course, in the rush of orders there were a number of buyers who showed the evidence of panic, and who bought without judgment. This store had one order for $105, which included a case of corn flakes, canned goods by the case, and a couple of crazy items like half a dozen 65c tins of asparagus and three gallons of olive oil. Three other orders had been for three barrels of flour each, and one man had wanted four barrels of flour.

GROCERS DONATE $200.

Hamilton, Aug. 26.—(Special). — At the last meeting of the Hamilton Retail Grocers' Association it was decided to donate $200 to assist in looking after the needy. It will be handed over to the committee of women who had charge of the Hospital Ship fund in Hamilton. The Grocers' Hump this year will be abandoned owing to the war.

From the reports presented it was believed that the surplus from the picnic at the Falls this year would be as large as ever, but the exact amount is not yet known. John L. Brown, chairman of the Picnic Committee, was presented with a folding bed chair in handsome oak and leather and Secretary M. R. Hill's honorarium was increased by $25—in appreciation of his services.

A discussion took place on the advancing prices caused by the war. Eric C. Jamieson maintained that it was nothing but sound business ethics to charge for present stocks held by retailers on a basis of what the stock could be replaced at. Otherwise when the war is over and when the inevitable slump comes, the merchant must undoubtedly lose.

"Well, little boy, do you want to buy some candy?"

"Sure I do, but I gotta buy soap."—Life.

War Tax Drives Up Sugar, Coffee & Tobaccos

A 70 Cent Advance Results in Sugar—Coffees Higher from 2 to 4 Cents — Tobacco Prices Disarranged and Many Withdrawn — Embargo Off Tea Eases the Situation a Little, but Supplies Are Not Large.

CONDITIONS in the grocery trade have further adjusted themselves during the week and there has been a settling with the adjustments. The situation in the world crisis in Europe has remained practically unehanged for so many days that, serious though it may be, the business tendency to discount the future has soon brought things to a new basis upon whieh trade is being conducted for the time being.

The trade has taken up the watch and wait attitude and the watching for the present has turned from the North Sea to the conflict being waged between the armies of the Allies and the German war machine. Should the result of this battle be such as to further inflame the public mind and indicate that trade and commeree is to further be interfered with, demands on the grocery stocks may be expected to increase.

The new feature of the week has been the war tax budget of Hon. W. T. White, and this has caused further commotion in the sugar market particularly . Coffee, spirits and tobaeco are also materially affected. There has been no opportunity as yet to make detailed adjustments, but this can be done in a general way on the basis of the increased tax. Sugar is affected 70c cwt.; eoffee 3c a lb., and tobacco and spirits to such an extent that quotations have been withdrawn. Montreal was chiefly eoncerned over the liquor tax whieh was announced as retroactive from Aug. 7, and would have meant serious losses; the losses on tobacco would also be very great. It is expected that an adjustment of this point on the basis of applying the clause to withdrawals from bond exceeding the usual proportion will be satisfactory.

There is really no market for sugar. There are three prices quoted by the Eastern refiners with a dollar between the top and the bottom. There are wholesalers who are protecting their customers when they have the goods at around $5.75, and others who are making deliveries at $6.50. The refiners are doing the best they ean to control the situation by distributing the output according to demand and neeessities, but this is very difficult.

The sugar situation from the public standpoint is not so serious as it might seem, but there is little to indicate lower prices for the time being, although there has been a slight recession in New York, and the embargo has been removed on exports from Jamaiea. There is in the country probably more sugar than at the same time a year ago, but the difference is that it is in the homes of the people instead of the hands of the refiners—this is not a very serious matter.

Both in the wholesale and the retail trade it is noted that the people apparently are taking heed of the warnings that are being given about the neeessity for putting extravagant tastes behind them in the future. Buying is in staples largely and there is a falling off in the sales of those imported luxuries whieh were the first to go up in price. Heavy buying in staples eontinues and sales are not confined to the foodstuffs affeeted, but practically all lines of useful commodities—buying is evidently against the day when in many cases there may not be the family funds for the buying of the needed goods.

The tea situation continues without material change and this steady condition applies to the markets generally. One package firm that had previously advanced tea 10c a lb. has lowered the price 5c. The lifting of the embargo by England has been reported, but if this be true, it would be some weeks before the situation would be materially improved, although the atmosphere would be cleared to some extent. Coffee goes up with the change in the tariff some 3 or 4 cents.

Flour remains a steady market, and cereals are all firm; in faet so short are stocks in some cases and so hard is it to get supplies that prices much above the mill quotations are being paid. Provisions are generally firmer, with some lines higher in price.

Markets in Brief

QUEBEC MARKETS.

FRUITS AND VEGETABLES—

Lemons still very high.
Late Canadian fruits now in.
Local vegetables getting cheaper.

FLOUR AND CEREALS—

No change in quotations.
Mills have all orders wanted.
Mill feeds should get cheaper.

FISH AND OYSTERS—

Shell oysters next week.
Imported herrings go up.
More canned and cured fish selling.

PRODUCE AND PROVISIONS—

Backs and cooked meats dearer.
Lard advances quarter.
Dressed hogs go up.
New honey at uncertain prices.

GENERAL GROCERIES—

Sugar advances 70c on war tax.
Coffee, liquors and tobacco are seriously affected.
Tea situation continues very firm.
Orders for staple lines continue heavy.

ONTARIO MARKETS.

FRUITS AND VEGETABLES—

Lemons exceedingly scarce, and prices high.
Early St. John peaches selling at $1.25.
Tomatoes arriving rapidly and prices drop.
Potato prices easier.

PRODUCE AND PROVISIONS—

Cured meat market still firm.
Butter market easier.
Cheese advances.
Honey higher in view of poor crop this year.

FLOUR AND CEREALS—

Rolled oats up 30c bbl.
Flour market quite firm.

FISH AND OYSTERS—

Oyster season a little late.

GENERAL MARKETS—

Sugar higher by 70c on account of war tax.
Coffees up 3 or 4c per lb.
Tobaccos and cigars higher.
Embargo reported off tea.
Dried peas up 40c bushel.
Canned salmon prices expected soon.

QUEBEC MARKETS.

Montreal, Aug. 27.—With the exception of the introduction of the war tax during the week, there has been a general settling of the conditions, and, while the demand for staple lines continues, it is noticeable that the people are following to some extent the warnings which are being given against extravagance and are largely buying staple food supplies—after the first flurry there has not been much demand for luxuries, particularly those from imported sources. Sugar and coffee have ad-

vanced; there has been a big flurry in liquors and tobaccos—being the direct result of the changes in the tariff—but otherwise there have been no changes in the quotations for general groceries since a week ago. In the other departments further advances for some of the provisions are noted. Generally speaking, the advances on the head of the war tax will be on the same basis as the tax itself, but up to the time of writing, while sugar had gone up 70c at the refineries, liquor dealers had not completed their adjustments and the tobacco companies had not given their new prices, while there was considerable difference of opinion as to what should be the advances on coffee.

SUGAR.—The sugar situation seems to be almost beyond control. The advances which have been made during the week are 70c all round, which is the amount of the war tax. But there has been no adjustment to improve the conditions over a week ago, and while the refiners are doing all they can to meet demands and at the same time to kill speculation, the fact that there are three different quotations from the three Eastern concerns—each half a cent a pound apart—is an indication of what may be expected from the wholesalers. Although there is probably as much or more sugar in the country at the present time as a year ago, there is not much that would indicate lower prices, and although quotations have receded about ¼c in New York to 7¼c, Canada is not likely to follow—in fact, the situation would rather look as though the market might go higher. In the trade there is a big difference in prices. One of the big firms is holding to the basis set down here, but is confining orders to single bags in most cases, and is only making sales to old customers. On the other hand, another big firm makes the quotation of $6.50, and is in a position to make free deliveries for any reasonable amount at that price. Refiners are working from hand to mouth, and are endeavoring to distribute the monthly output according to demand and requirements.

	Per 100 lbs.	
Extra Granulated Sugars—		
100 lb. bags	5 31	6 15
20 lb. bags		5 85
2 and 5-lb. cartons		6 05
Second grade, in 100 lb. bags		5 60
Yellow Sugars—		
No. 3		5 70
No. 2		5 80
No. 1		5 35
Extra Ground Sugars—		
Barrels		6 15
50 lb. boxes		6 45
20 lb. boxes		6 55
Powdered Sugars—		
Barrels		6 15
50 lb. boxes		6 35
25 lb. boxes		6 35
Paris Lumps—		
100 lb. boxes		6 50
50 lb. boxes		6 70
25 lb. boxes		6 80
Crystal Diamonds—		
Barrels		6 55
100 lb. boxes		6 70
50 lb. boxes		6 80
Cartons and half cartons		7 65
Crystal Dominoes, cartons		7 75

COFFEE.—Coffee is one of the items that has been directly affected by the imposition of the war tax, although as yet there has not been definite adjustments made throughout the trade. At one wholesale house the statement is made that the rise will be 2c to 3c lb.—the former being for the dearer coffees and the latter for the cheaper. Another wholesaler stated that he had put his prices up 3½c lb.; a packer who works on an extensive basis puts the increase at 4c to 4½c lb.; and another runs the increase up to 5c on the basis of 3c additional to cover the war tax, and 2c to meet the general conditions—difficulties of securing supplies, etc.

Coffee, Roasted—		
Bogotas	0 30	0 34
Gautemala	0 28	0 32
Jamaica	0 26	0 29
Java	0 34	0 39
Maricaibo	0 29	0 31
Mexican	0 30	0 34
Mocha	0 32	0 36
Rio	0 23	0 26
Santos	0 27	0 29
Chicory, per lb	0 12	0 15

DRIED FRUITS.—The change noted in this department for the week is that there is a slowing up in the demand for the lines which would come in the class of luxuries—from the price standpoint. There are no changes in the quotations, but the situation is a little easier, and this applies particularly to commodities which have their source on this side of the water.

PROPRIETARY ARTICLES.

Since the war broke out it has been difficult to follow the rapid changes of prices in so far as many commodities are concerned. In the Proprietary Article section of Canadian Grocer therefore, it may be that some goods are quoted at prices which do not hold at the time the retailer is ordering the goods. While the present upset conditions continue, quotations on Proprietary lines should be obtained direct from the manufacturers and wholesalers.

EVAPORATED FRUITS.	Per lb.	
Apples, 50-lb. boxes	0 11	0 11½
Nectarines, choice	....	0 11
Peaches, choice	0 09	0 09½
Pears, choice	0 14	0 15
Apricots	0 16	0 20
DRIED FRUITS.		
Candied Peels—		
Citron	0 16	0 20
Lemon	0 13½	0 14½
Orange	0 11½	0 15½
Currants—		
Amalias, loose	0 07	0 11
Amalias, 1-lb. pkgs.	0 08½	0 12½
Filiatras, fine, loose	0 07	0 11
Dates—		
Dromedary, package stock, per pkg..	0 10	0 13½
Fards, choicest	0 11	0 14½
Hallowee, loose	0 05½	0 08
Hallowee, 1-lb. pkgs.	0 07½	0 09½
Figs—		
Finest, 6 crown, about 12 lbs	0 13	0 13⅓
Same fruit, 5 and 4 crown, 1 and 2 cents less.		
Prunes—		
40 to 50, in 25-lb. boxes, faced	0 12⅓	0 13
50 to 60, in 25-lb. boxes, faced	0 11⅓	0 12
70 to 80, in 25-lb. boxes, faced	0 10	0 10½
80 to 90, in 25-lb. boxes, faced	....	0 09⅓
95 to 180, in 25-lb. boxes, faced	0 06	0 06⅓
60 to 70, in 25-lb. boxes, faced	0 10½	0 11
Raisins—		
Malaga table, box of 22 lbs., according to quality	5 00	6 60
Muscatels, loose, 3 crown, lb	....	0 08⅓
Sultana, loose	0 14	0 16
Lower grades Sultana, 1 lb. pkgs.	0 15	0 18
Valencia, new	0 06	0 06½
Seeded, fancy	....	0 10½
Seeded, choice	....	0 10

Prices quoted on all lines of fruits liable to be shaded for quantities, according to the state of the market.

DRIED VEGETABLES. — The high prices of a week ago prevail still in the market for dried vegetables and the situation is firm. There is still considerable spread in this department to be noted between the quotations of the different houses. The difference in some instances amounts to as much as a cent a pound on Canadian white beans. The wide margin is evidently the result of some firms running low in their supplies while recognizing that the situation for such commodities is not likely to improve for some time.

Beans—		
Hand picked, per bush.	3 70	4 45
Canadian white, per bush.	3 60	4 20
Yellow, per bush.	3 85	4 50
Yellow eyes, per bush.	4 35	5 00
Lima, per lb.	0 10	0 11
Peas, per bushel	3 40	3 50
Peas, Imperial green, per bush.	3 50	3 60
Barley, pot, per bag	3 50	4 50
Barley, pearl	5 00	6 00

RICE.—There have been heavy demands for rice. This is a good feature of the market, for it shows a strong demand for staples. Although the prices have been advanced a cent a pound since the opening of the war it should be remembered that the basis is still reasonably low in comparison with other food stuffs. Continued interference with shipping and the holding up of supplies coming via London are likely to have the effect of raising prices further.

	Per cwt.
Rangoon Rices—	
Rangoon "B"	4 00
"C.C."	3 90
India bright	4 15
Lustre	4 25
Fancy Rices—	Per cwt.
Polished	5 50
Pearl	5 60
Imperial Glace	5 90
Sparkle	6 10
Crystal	6 10
Snow	6 30
Ice drips	6 45
Carolina head	8 10

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).

	Per lb.	
Imported Patna—		
Bags, 224 lbs.	0 06½	0 07⅜
Half bags, 112 lbs.	0 06¼	0 06½
Quarter bags, 56 lbs.	0 06⅜	0 06⅝
Velvet head Carolina	0 10	0 11
Sago, brown	0 06	0 06½

MOLASSES.—The continued higher tendency for sugar would on the face of it warrant higher quotations for molasses but on the other hand there are heavy stocks in the country and further advances are not necessitated by higher costs for the reason that in any event there would be no more shipments coming into the market until the new crop after the first of the year. Situation for corn syrups is firm but no further advances have been made.

	Prices for Island of Montreal.	
Barbadoes Molasses—	Fancy.	Choice.
Puncheons	.35	.33
Barrels	.38	.36
Half barrels	.40	.39

For outside territories prices range about 3c lower per gallon than for delivery, Island of Montreal.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—	
Barrels, per lb., 3¾c; ½ bbls., 4c; ¼ bbls.	0 04¼
Pails, 38½ lbs., $1.95; 25 lbs.	1 40
Cases, 2 lb. tins, 2 doz. in case	2 65
Cases, 5 lb. tins, 1 doz. in case	3 00
Cases, 10 lb. tins, ½ doz. in case	2 90

Cases, 20 lb. tins, ¼ doz. in case	2 85	
Maple Syrups—		
Pure, per 8½ lb. tin	0 75	
Pure, in 15 gal. kegs, 8c per lb., or per gal.	1 00	
Maple sugar, pure, per lb.	0 10	0 11

SPICES.—Situation remains very much as a week ago, and altogether unsettled. Dealers have no idea where their supplies are coming from. One shipment of pepper for a local house has arrived during the week, but it must have been shipped before the start of the war. There is a serious shortage of cream tartar and no quotations are being made. Forty-one cents is mentioned as a basis but it is doubtful if any sales are being made at this figure.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins, dozen.
Allspice	0 15—0 18	0 60—0 70	0 70—0 80
Cassia	0 22—0 25	0 72—0 90	0 80—0 90
Cayenne pepper	0 30—0 35	1 02—1 15	1 10—1 25
Cloves	0 35—0 40	1 15—1 30	1 25—1 40
Cream tartar	0 40—0 45	1 35—1 60	....—....
Ginger, Cochin	0 21—0 23	....—....	....—....
Ginger, Jamaica	0 25—0 30	0 90—1 05	0 95—1 10
Mace	0 85—1 10	....—....	....—....
Nutmegs	0 30—0 35	1 02—1 20	1 10—1 25
Pepper, black	0 23—0 25	0 80—0 90	0 90—1 00
Pepper, white	0 31—0 32	1 05—1 10	1 10—1 20
Pastry spice	0 25—0 32	0 85—1 10	0 95—1 15
Pickling spice	0 20—0 25	0 75—0 90	0 80—0 95
Turmeric	0 20—0 22	....—....	....—....

Lower prices for pails, boxes or baliers when delivery can be secured.

Cardamon seed, per lb., bulk	2 00	2 50
Carraway—		
Canadian	....	0 12
Dutch	....	0 20
Cinnamon, Ceylon, lb.	....	0 60
Mustard seed, bulk	0 18	0 22
Celery seed, bulk	0 35	0 45
Cayenne chillies	0 25	0 30
Shredded cocoanut, in pails	0 20	0 25

NUTS.—At the advanced prices nuts come to be classed with the luxuries again—as they were in the public mind until the last few years—and there is a falling off in the demand noted. Quotations remained unchanged.

Shelled walnuts, per lb.	0 50	0 52
Shelled almonds, 28-lb. boxes, per lb.	0 52	0 54
Finest filberts	0 14	0 20
Pecans—		
3 crown	0 17	0 18
Large	0 18	0 20
Giants	0 21	0 22
Almonds	0 20	0 25
Walnuts, Grenoble	0 16	0 27
Brazils, new	0 14	0 16
Peanuts, No. 1, 13c; No. 2	....	0 11
Peanuts, No. 3, 9½c; No. 4	....	0 09

TEA.—There is practically no change in the tea situation, except a decrease of 5c per lb. on Salada tea. There have been reports that the embargo has been lifted on supplies in England but there has actually been no confirmation of this in the trade. Some teas have been coming forward through the States, having been delivered at American ports. Prices generally have not changed within the week and the embargo continues as the big influence. Orders are heavy and packet tea men report that they will have difficulty in filling orders if fresh stocks do not come forward within a reasonable period and in fact some orders are already being cut. Demands are heavy and the instance is quoted of one consignment of China of a quality quoted before the war about 5d in London selling at 17c cash f.o.b. Montreal.

LIQUORS.—Prices in the liquor business have been entirely upset by the war tax, and, further than that advances will be made in accordance with the higher tariff, little can be said at this time. The feature of the situation which caused particular feeling was that it was proposed to make the bill retroactive to Aug 7, which would have meant that wholesalers would have been called upon to pay the increased tariff without having an opportunity to recoup themselves, and when it is said that this tariff amounts to as much as $30 on a barrel of whiskey and that the profits are usually less than a third of this, the difficulties of the wholesaler can be appreciated. However, the amendment that ordinary withdrawals from bond during the period between the 7th and the date of the new bill be allowed on an average basis will go a long way towards straightening out the difficulty.

CANNED GOODS.—There have been few changes in canned goods and all the standard lines are holding to the same basis as a week ago—2½c above the old price. Canned beans have been advanced 15c to 20c per dozen of 3-lb. tins.

TOBACCOS.—The new war tax on tobacco is such a serious matter to the tobacco trade that the big firms have withdrawn their prices for the time being and new quotations will not be given until the adjustments have been carefully considered.

MISCELLANEOUS.—There are a number of miscellaneous lines which are affected by the war tax and while the grocer handles but little the changes are not very important, and no price adjustments have been announced as yet by the wholesalers.

THE BACKBONE OF NATIONAL PROSPERITY.

Farming is by common consent the basis of our national wealth and prosperity. The farmers of Canada have, for the past two years, been getting top prices for what they have had to sell and have been able to obtain what they have had to buy at moderate prices. The war means better times for farmers.

Where the foundations of national wealth and prosperity are sound and assured, hopefulness may build her structures with confidence.

Business in Canada can and will be good if our business men will do their utmost to keep the bottom in business. Advertising is a good workman for this purpose.

When the Canadian farmer prospers, all is well.

ONTARIO MARKETS.

Toronto, August 27.—The consumer, following his raid on the retail store in search of sugar and flour, has repeated his tactics on tea, resulting from an understanding that bulk tea was going up, and from the fact that one firm advanced their price ten cents a pound. Others made some advances, but the situation has eased because the embargo on tea had been reported lifted in England. This tended to relieve the minds of the consumer and of the retailer. Nevertheless, despite the fact that the Dominion Government has threatened to hold an inquiry into the high price of foodstuffs, it is stated on good authority that it is almost impossible to buy tea in Toronto.

Advances have taken place in many lines, while in many cases it is impossible to give prices at all. Principal among lines affected are dried peas, which are up 40 cents a bushel, and there are few on the market. White pepper is up 2 cents a lb. The tendency for raisins is up, while the market for other lines of dried fruits is down. An important change is in rolled oats, which advanced 30 cents a barrel. An embargo was placed by the British Government on English cocoas, but on August 14 the export of cocoa, but not chocolate, was permitted. All manufacturers are disposed to maintain old prices. There has been a slight advance in the price of some chocolate.

SUGAR.—The sugar men generally regard the sugar situation as unchanged, with the exception of an advance all round of 70 cents, this being the war tax. Retailers and consumers are settling down to a less excitable state, and resuming business more on a normal basis. One firm stated that if the war continued until October, which it most likely would, the situation would be worse, as that was the month for harvesting. Retailers have accepted the war tax as a necessary evil, believing that the Government must tax something which everyone used to secure the necessary revenue. The St. Lawrence Refineries state that supplies from their refinery will be pro rata with supplies sent out last year, and that no one will be permitted to suffer for a condition over which they have no control.

The Acadia Sugar Refinery, Halifax, give the following as their prices this week:—Extra granulated, $6.10 in bags, and $6.15 in barrels. No. 1 Acadia yellow, $5.80 bags, and $5.85 bbls.; unbranded Acadia yellow, $5.60 bags, $5.60 bbls. On August 24 this company announced an advance in price of 70 cents due to the war tax, but are only in position to offer limited quantities at present. They expect their new Woodside refinery to be operating shortly, which will enable them to catch up with their contracts.

The Canada Sugar Refining Co. advanced their prices 70c during the week on account of the war tax. This brings their quotations up to $5.31 per cwt. This firm state they are continuing to supply a normal trade as a year ago, and will continue to do so as long as they can get

the sugar. The European beet crop will on account of the war be greatly reduced the estimated reduction being from 7,188,000 tons to 4,826,000 tons. The situation must remain firm now for many months at least.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	5 31 — 5 81
20 lb. bags	5 21
10 lb. bags	5 26
2 and 5 lb. cartons	5 41
Second grade granulated, 100-lb. bags	5 71
Nova Scotia refined, 100-lb. bags	6 10
Extra Ground Sugars—	
Barrels	5 51
50 lb. boxes	4 71
25 lb. boxes	5 91
Powdered Sugars—	
Barrels	5 31
50 lb. boxes	5 51
25 lb. boxes	5 71
Crystal Diamonds—	
Barrels	5 86
100 lb. boxes	5 86
50 lb. boxes	5 96
Paris Lumps—	
100 lb. boxes	5 86
50 lb. boxes	5 96
25 lb. boxes	6 16
Cartons (20 to case)	7 91
Cartons (50 to case)	7 91
Crystal Dominoes, cartons	8 10
Yellow Sugars—	
No. 1	4 21
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.	

DRIED FRUITS.—The apricot market is lower owing to the fact that shipments from the United States cannot be got to Europe, as shipping on the Atlantic is very limited. As the export trade determines the price, the state of the market here will be controlled by the volume of exports. The prune market is a trifle easier, and but for the fact that the crop is a smaller one, the price would have been much smaller. Prunes are not expected to average as large in size as was expected, and for that reason it is believed that large sizes are likely to advance before long. The lower price, of course, is due to the large supplies on hand owing to difficulty in making exports. The supply of apples is large, and this market should be easier. Owing to the fact that foreign figs have been cut off from this market, the demand for California figs will be greater, and the price probably will be correspondingly higher. Local wholesalers state that seedless raisins are scare, and were so before the war. Prices have advanced slightly. Candied peels are scarce and prices are up. It is doubtful if new supplies can be secured for this fall.

Apples, evaporated, per lb.	0 10½	0 11
Apricots—		
Standard, 25 lb. boxes	0 16½	0 18
Choice, 25 lb. boxes	0 18	0 18½
Fancy	0 22	0 24
Candied Peels—		
Lemon	0 12	0 15
Orange	0 12	0 15
Citron	0 18	0 20
Currants—		
Filiatras, per lb.	0 09½	0 10
Amalas, choicest, per lb.	....	0 10
Patras, per lb.	....	0 10½
Vostizzas, choice	....	0 12
Vostizzas, shade dried	0 13½	0 14
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09½	0 10½
Fards, choicest, 60-lb. boxes	0 09	0 09½
Package dates	0 08½	0 10
Hallowees	0 06¾	0 07
Prunes—		
30-40s, California, 25 lb. boxes	0 14	0 15
40-50s, 25 lb. boxes	0 13	0 14
50-60s, 25 lb. boxes	0 12½	0 12¾
60-70s, 50 lb. boxes	0 10½	0 11
70-80s, 50 lb. boxes	0 10	0 10½
80-90s, 50 lb. boxes	0 09½	0 10
90-100s, 50 lb. boxes	0 08	0 08½
25-lb. boxes ¼c more.		
Peaches—		
Standard, 50-lb. boxes	0 08	0 08½
Choice, 50-lb. boxes	0 09	0 10
25-lb. boxes ¼c more.		
Raisins—		
Sultana, choice, new	0 10	0 11
Sultana, fancy, new	0 12	0 14
Valencia	0 09	0 09½
Seeded, fancy, 1 lb. packets	0 10½	0 11
Seeded, choice, 1 lb. packets	....	0 10
Seeded, choice, 12 oz.	....	0 08½
Seedless, 16 oz., packets	0 10½	0 11
Seedless, 12 oz. packets	....	0 10

TEA.—The reported lifting of the Old Country embargo on tea is the chief feature in this market. While this has created an easier feeling here, yet it should be remembered that this tea in London, England, will not arrive for four or five weeks at least. From a week ago the situation in package teas remains same generally as week ago except that the Salada Tea Co. have dropped prices 5 cents per pound

Tea men state that no auctions are being held in Colombo or Calcutta, and no tea is going forward to London. It is stated that there are only seventy million pounds of tea in England, which is only enough to last six weeks. If no new tea comes forward in the meantime the embargo might be replaced at any time, it is thought.

SYRUPS.—Manufacturers are filling orders in the usual way. Where they supplied 100 cases before the war, they are not now supplying 50 cases. The scare on the part of the consumer which existed two weeks ago has passed, but prices remain the same. Starch prices have not changed since an advance was made two weeks ago. The market is regulated by the corn market, and there has been little change lately there. The corn crop is reported good.

Syrups—	Per case.
2 lb. tins, 2 doz. in case	2 65
5 lb. tins, 1 doz. in case	3 00
10 lb. tins, ½ doz. in case	2 90
20 lb. tins, ¼ doz. in case	2 85
Barrels, per lb.	0 03¾
Half barrels, lb.	0 04
Quarter barrels, lb.	0 04¼
Pails, 38½ lbs. each	1 95
Pails, 25 lbs. each	1 40
Molasses, per gallon—	
New Orleans, barrels	0 26 — 0 28
New Orleans, half-barrels	0 28 — 0 30
West Indies, barrels	0 24 — 0 26
West Indies, half barrels	0 26 — 0 28
Barbadoes, fancy, barrels	0 45 — 0 48
Barbadoes, fancy, half barrels	0 47 — 0 51
Maple Syrup—Compound—	
Gallons, 6 to case	4 40 — 4 80
½ gals., 12 to case	4 70 — 5 40
¼ gals., 24 to case	4 70 — 5 40
Pints, 24 to case	2 50 — 3 00
Maple Syrup—Pure—	
5 gallon cans, 1 to case	6 45 — 6 60
Gallons, 6 to case	6 60 — 8 00
½ gallons, 12 to case	6 95 — 7 25
Quarts, 24 to case, in glass	7 00 — 7 25
Pints, 24 to case	4 00 — 5 90
Maple Sugar—	
Pure, per lb.	0 12½
Maple Cream Sugar—	
24 twin bars	1 80
40 and 48 twin bars	3 60 — 4 85
Maple butter, lb. tins, dozen	1 90

NUTS.—There will hardly be any French nuts placed on the market this year, and what are being sold now are last year's stock. Some importers have been cabling to France all week, but have been unable to secure prices. When the French ports have been opened, and Atlantic shipping has been resumed, it may be that a few supplies will be got through. At present, prices quoted in Canadian Grocer cannot be taken as standard, as it is difficult to secure any sort of quotations. California walnut crop is 20 per cent. below normal, but of fine quality. Their almond crop is also a light one, and prices, which will be named in a few days, will be higher.

	Per lb.
In shell—	
Almonds, Tarragona	0 20 — 0 20½
Brazils, medium, new	0 12 — 0 13
Brazils, large, washed, new	0 13 — 0 14
Chestnuts, peck	1 75 — 1 90
Filberts, Sicily, new	0 14 — 0 15
Peanuts, Jumbos, roasted	0 12½ — 0 13½
Peanuts, hand-picked, roasted	0 10½ — 0 11
Peanuts, fancy, roasted	0 09½ — 0 10
Pecans	0 17 — 0 18
Walnuts, Grenoble	0 19 — 0 20
Walnuts, Bordeaux	.... — 0 18
Walnuts, Marbots	.... — 0 19
Shelled—	
Almonds	.... — 0 60
Filberts	.... — 0 27
Peanuts	0 11 — 0 12
Pecans	0 56 — 0 60
Walnuts	0 50 — 0 55

BEANS.—Beans can still be purchased here for $3.50-$4 per bushel for Canadian primes. The crop this year looks good for the road, but when analyzed, the pods are found to contain two to four beans, instead of the customary six or seven. The hot weather in the latter part of July had a lot to do with this. Farmers are holding their prices very firm, and there are few old beans in the country. It is not likely that there will be any beans imported this year from Austria, which will no doubt affect the market later on.

Peas have advanced 40 cents a bushel, and it is practically impossible to buy. Inquiries are coming in heavy from the West as far as Vancouver, where they will take any peas they can lay hands on. The new crop looks fairly good in some sections.

	Per busbel.
Beans—	
Canadian primes	3 50 — 4 00
Kidney Beans—	
Brown	.... — 3 25
Lima, per lb.	0 11 — 0 12
Peas, blue, Canadian, per bush.	3 00 — 3 25
Peas, whole, white, per bush.	3 00 — 3 25

SPICES.—The price of pure cream of tartar remains at 50 cents. A further advance is expected early, and in thirty days it is not expected there will be any cream of tartar available. White pepper is two cents higher. Dealers are depending almost entirely on what stocks they already have of spices, as there are none on the way. It will be impossible to buy until financial situation clears. Dealers in Singapore want money for their supplies, otherwise they will not sell.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	....—0 12	....—0 18
Allspice, whole	....—....	....—0 17
Cinnamon, whole	....—....	0 21—0 26
Cinnamon, ground	0 18—0 19	0 21—0 26
Cinnamon, Batavia	....—....	0 26—0 36
Cloves, whole	....—....	0 28—0 33
Cloves, ground	0 21—0 26	0 31—0 33
Cream of tartar	0 19—0 27	....—0 50
Curry powder	....—....	....—0 27
Ginger, Cochin	0 14—0 17	0 20—0 23
Ginger, Jamaica, ground	0 17—0 20	0 24—0 27
Ginger, Jamaica, whole	....—....	0 24—0 27
Ginger, African, ground	....—....	....—0 18
Mace	....—....	0 80—1 05
Nutmegs, brown, 64s, 52c; 80s, 42c; 100s	....—....	....—0 37
Nutmegs, ground, bulk, 47c; 1 lb. tins	....—....	....—0 57
Pastry spice	....—....	....—0 27
Peppers, black, ground	0 12—0 16	0 19—0 22
Peppers, black, whole	....—....	0 20—0 22
Peppers, white, ground	0 19—0 27	0 33—0 37
Peppers, white, whole	....—....	0 31—0 33
Pickling spice	....—....	....—0 17
Turmeric	....—....	0 20—0 28

RICE AND TAPIOCA.—This market maintains its firm position that it has held for some time. Tapioca is quoted higher.

Rice—		
Rangoon, per lb.	0 04	0 05
Rangoon, fancy, per lb.	0 05	0 06
Patna, per lb.	0 06	0 07½
Japan, per lb.	0 06½	0 08
Java, per lb.	0 07	0 08
Carolina, per lb.	0 11	0 12½
Sago—		
Brown, per lb.	0 06	0 06½
White, per lb.	....	0 06
Tapioca—		
Bullet, double goat	....	0 10½
Medium pearl	0 07	0 07½
Seed pearl	0 07	0 07½
Flake	....	0 10½

JAM.—A local firm of jam makers who have not yet advanced their prices state that an advance is likely. An embargo has been placed on English jam, and as the amount imported in times of peace is big, the supply will be reduced, resulting in higher prices.

CANNED GOODS.—Prices of new canned goods have not yet been announced, and wholesalers are anxiously awaiting their appearance. The Dominion Canners recently revised their old prices, there now being an advance of 5 cents on vegetables and 10 cents on fruit. New salmon prices are not yet out, but are expected at any time.

MANITOBA MARKETS.

WINNIPEG, Aug. 26.—The chaotic condition of the markets, which immediately followed the announcement of war, has hardly abated. In some lines a steading tendency is noted, but others are far from being upon any firm footing. It is very certain that many further price changes are to be struck, and indications at the present time are that many of these will be in an upward direction.

The fluctuations noted during the past week have been upward, with one of two notable exceptions, such as California raisins. Sugar, perhaps, has been the most sensational product, although beans with another jump of 30c have followed closely after.

Effect of War Tax.

The announcement of the war tax, made known on Friday, resulted in several changes which could otherwise have been avoided perhaps for a week or two. It seems, however, that crop conditions would have necessitated an advance in some lines specified by the Government, even without this impost.

Conditions are so uncertain at present that it is difficult to predict what the future will bring forth. General opinion, however, is that the present rising market is likely to continue. A discontinuance of hostilities in Europe would, of course, effect a change downward, but there is absolutely no chance of this.

SUGAR.—By reason of the war tax an advance of practically 1c a pound was expected to be struck. One firm made an advance of 70 cents per cwt. Another went up 50 cents. The situation here is serious. Sugar has been practically 1 cent lower than conditions warranted for some time. If this further advance comes on top of the rise necessitated by the recent war tax—and such a thing seems very likely—sugar will have gone up nearly $2 per cwt.

	Per cwt. in sacks.
Sugar, Eastern—	
Extra standard granulated	6 20
Extra ground or icing	6 70
Powdered	6 50
Lumps, hard	7 15
Montreal yellow	5 80
Sugar, B.C.—	
Extra standard granulated	6 20
Yellow sugar	5 80
Bar sugar	6 35
Icing sugar	6 55
Powdered sugar	6 35
H. P. lumps	7 05
Sugar packed in barrels, 5c per cwt. more.	
Sugar, Western Ontario—	
Sacks, per 100 lbs.	7 10
Barrels, per cwt.	6 05
Halves, 50 lbs., per cwt.	6 10
Bales, 20 lbs., per cwt.	6 15
Powdered, barrels	6 40
Powdered, 50s	5 75
Powdered, 25s	7 05
Icing, barrels	6 70
Icing, 50s	6 95
Icing, 25s	7 10
Icing, pails	7 00
Cut loaf, barrels	6 80
Cut loaf, 50s	7 05
Cut loaf, 25s	7 30
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	2 85
5-lb. tins, 1 doz. to case, per case	3 20
10-lb. tins, ½ doz. to case, per case	3 00
20-lb. tins, 3 tins to case, per case	2 95

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Letbbridge. For Edmonton and Saskatoon they are 5c case bigber.)

Molasses—	Per gal.
Barbadoes	0 49
New Orleans	0 31
Maple Syrups—	Per case.
Imperial quarts, case, 2 doz.	5 40
Imperial ½ gals., 1 doz.	5 55
New, pure, ½ gal., case	9 00
New, pure, ½ gal., quarts, case 2 doz.	9 70
New, pure, quart bottles, case 2 doz.	9 75

DRIED FRUITS.—This line seems to have been affected less than some others by reason of the war. A number of changes, however, have been felt. Raisins have gone down somewhat. There is a big carry-over stock, and it has been determined to reduce prices and shipments after August 1.

Prunes have advanced from ½ to ¾ cent. The present supply is all gone and the new crop has not proved as good as was expected.

There has been no change yet on apricots, but it is fully expected that a movement in the downward direction will take plaee before another week. The new erop is coming on the market and it is exceedingly difficult—and exceedingly eostly—to ship to the Old Country under present conditions. The supply for local consumption will be large and tend to reduee prices.

Apples, evaporated, new, 25s	0 13	0 13½
Apricots, choice, 25's	....	0 15¾
Apricots, choice, 10's	....	0 16¾
Apricots, standard, 25's	....	0 14
Currants—		
Dry clean	....	0 08¾
Washed	....	0 09¼
1 lb. package	....	0 09
2 lb. package	....	0 18
Vostizzas, 1 lb.	....	0 12
Dates—		
Hallowi, loose, per lb.	....	0 06½
Hallowi, 1 lb. pkgs.	....	0 07¼
Fard dates, 12-lb. boxes	....	1 10
Peaches—		
Standard, 25-lb. boxes	....	0 06¾
Choice, 25-lb. boxes	....	0 07½
Choice, 10-lb. boxes	....	0 08½
Extra choice, 25-lb. boxes	....	0 08⅞
Prunes, in 25-lb. boxes—		
90 to 100	....	0 08½
80 to 90	....	0 09
70 to 80	....	0 11
60 to 70	....	0 12
50 to 60	....	0 13
40 to 50	....	0 13½
Raisins, Valencias—		
Extra select Valencias, 28's, box	....	2 15
Raisins, Sultanas—		
California	....	0 09¾
Smyrnas	0 08	0 12½
Raisins, Muscatels—		
3 crown, loose, 50's	....	0 08¾
3 crown, loose, 25's	....	0 09
Choice, seeded, lb.	....	0 09¼
Extra fancy seeded, lb.	....	0 09¾
Raisins, Australians—		
Lexias, 56-lb. boxes	....	0 08½
12-oz. packages, fancy	....	0 07⅞
12-oz. packages, choice	....	0 07½

TEA AND COFFEE.—Here again the war duty has necessitated a change, coffees having been advanced generally 3c—at least one firm has raised them 3½c.

The future of coffee hangs in the balance between conflicting influences. Buyers here seem of the opinion that it will be quite possible to get lower prices at the original points. Cost of transportation, however, owing to the war, will be very much higher, and of course a much higher insurance rate must be paid. The general opinion, therefore, is that on the local market coffee will go still higher. The market is strong.

No war tax was placed upon tea, but the embargo has been lifted. There has been no change in the price here. There does not seem to be any expectation of a higher price for tea being charged at the initial point as with coffee; however, there is a certainty that the rate of transportation and the rate of insurance will be much higher. Here also comes in the question of the rate of exchange. If there is not a reduction in this, and a great reduction in transportation and insurance rates—none of which things seem likely—an increase of from 4 to 5c per lb. will have to be struck.

BEANS.—The war continues to bring an advance here. A rise in this product had been predicted last week, but nothing such as has come about was expected. Only war conditions will produce this. The general advance has been about 30c and the reason, of course, has been the purchasing being done here for the French and British Governments, who seem desirous of securing all the available beans.

Beans—		
Austrian, hand picked	....	3 30
3 lb. picker	....	3 00
Cal. Lima, per lb.	....	0 06¾
Barley—		
Pot, per sack, 98 lbs.	....	3 60
Pearl, per sack, 98 lbs.	....	5 00
Peas—		
Split peas, sack, 98 lbs.	3 30	3 65
Whole peas, busbel	....	2 25

ALBERTA MARKETS.

(By Wire.)

Edmonton, Aug. 27.—Demand is great and the supply, according to well-informed houses, is not adequate.. Householders are laying in big stocks of supplies, in case prices soar beyond the reach of the average wage earner.

Beans are soaring, while sugar prices have been withdrawn, and at present no prices are at hand. Tea has advanced ten cents per pound, while the coffee market is very excited, and all coffees will be at least 3 or 4 cents per pound higher on account of the war tax.

Rice, one of the staple foods of the

homesteader, has advanced $10 per ton, while flour remains practically steady, although prices may advance any time.

Canned goods do not seem to be greatly affected by the war, although last week there was an increase in price of 10 to 25 per cent.

Potatoes are in great demand, while the supply is short. Prices are sure to advance, for the middle west supply is below the average.

On account of the war tax imported tobaccos are up 5 cents a pound and sugar 70 cents a cwt. In many cases at present demand exceeds supply. Sugar is scarce here and business is being done largely on a cash basis.

Meats are all up owing to a curtailment in the water supply. The new prices may be only temporary.

Produce and Provisions—		
Butter, creamery, per lb.	....	0 26
Butter, dairy, No. 1, 22c; No. 2	....	0 16
Cheese, per lb.	0 16	0 16¼
Lard, pure, 3's, per case	....	7 50
Lard, pure, 5's, per case	....	7 45
Lard, pure, 10's, per case	....	7 40
Lard, pure, 20's, each	....	2 43
General—		
Beans, Ontario, per bushel	2 90	3 00
Beans, Austrian	....	3 10
Coffee, whole roasted, Rio	....	0 16½
Evaporated apples, 50's	....	0 12
Potatoes, new, per bushel	....	1 20
Rolled oats, 20's	....	0 66
Rolled oats, bail	....	2 90
Flour, 98's, $3.50; rolled oats, 80's	....	2 50
Rice, per cwt.	....	4 10
Sugar, standard, gran., per cwt.	....	6 70
Sugar, yellow, per cwt.	....	6 05
Canned Goods—		
Apples, gals., case	....	1 85
Corn, standard, per two dozen	....	2 15
Peas, standard, 2 dozen	....	1 95
Plums, Lombard	....	2 20
Peaches	....	3 15
Strawberries, $4.10; raspberries	....	3 90
Tomatoes, standard, per dozen	2 45	2 65
Salmon, sockeye, 4 doz. talls, case, 1s	...	9 25
Cohoes, 1's, $6.15; humpbacks, 1's	....	3 60
Fruits—		
Lemons	7 75	9 00

SASKATCHEWAN MARKETS.

Regina, Aug. 25 (Special by wire).—Harvesting in Saskatchewan progresses favorably. There are now several thousand men in the harvest fields, and conditions could not be better for the speedy harvesting of the grains already ripe. No severe frosts have occurred during the past week, the weather for the most part being fair and warm. No damage from hail has been reported from any districts during year.

The most outstanding advance noted in the local market, is in sugar, the price jumping $1 per hundred on Friday, August 21. The B.C. Sugar refinery have withdrawn all prices, and jobbers are shipping sugar from their own stock at $1 advance until prices are named. Sugar is now wholesaling at $6.92 on the local market. All coffees have been advanced 3 cents per pound, and a general advance in all jams of 3 cents a pail is reported. Practically every article with the exception of dried peaches, which has dropped, is quoted at a higher figure than one week ago. These include, cheese, one-half cent higher; beans, quoted at $3.25; lima beans at nine and three-quarter cents; macaroni, one-half cent a pound higher; cured meats, advanced one cent per pound, currants quoted at 11¼ cents; all spices, mustards, confectionery, and so one. An advance is expected in biscuits.

Canned peaches have advanced 50 cents per case over last week, owing to the partial failure of the crop in the east. Domestic cigars are up $5 per 1,000, and prices on all tobaccos will be advanced within the next few days. Butter and eggs are strong. On some lines of imported stuff the market is practically cleaned up.

In fruits, lemons have now been advanced to $12 per case, while many of the other green fruits show decline.

Produce and Provisions—		
Butter, creamery, per lb.	0 26	0 27
Butter, dairy, No. 1, 18c; No. 2	....	0 14
Cheese, per lb.	0 16¼	0 16½
Eggs, fresh, per doz.	....	....
Lard, 3's, per case	....	7 30
Lard, 5's, per case	....	7 25
Lard, 10's, per case	....	7 20
Lard, 20's, each	....	2 35
General—		
Beans, Ontario, per bushel	....	3 00
Beans, Austrian, per bush.	....	3 25
Coffee, whole roasted, Rio	....	0 20
Evap. apples, 50's	....	0 12½
Potatoes, new, per bushel	....	1 75
Rolled oats, 20's	....	0 68
Rolled oats, bail	....	2 36
Flour, 98's, $3.35; rolled oats, 80's	....	2 85
Rice, per cwt.	....	4 75
Sugar, standard, gran., per cwt.	....	6 92
Sugar, yellow, per cwt.	....	6 47
Walnuts, shelled, 54c; almonds	....	0 53
Canned Goods—		
Apples, gals., case, $1.61-$1.91, doz.	....	3 82
Broken beans, 2's	....	2 60
Corn, standard, per 2 dozen	....	2 21
Peas, standard, per 2 dozen	2 00	2 05
Plums, Lombard	2 10	2 21
Peaches	....	3 16
Strawberries and raspberries	....	4 20
Tomatoes, standard, per dozen	....	2 65
Salmon, Sockeye, 4 doz. talls, case, 1s	....	10 50
Red springs, 1s	....	6 70
Cohoes, 1's, $6; humpbacks, 1's	....	4 25
Fruits—		
Lemons	....	12 00
Oranges	4 00	4 75
Dried Fruits—		
Currants, per lb., 11¼c; pkg	....	0 12

NEW BRUNSWICK MARKETS.

(By Wire.)

St. John, Aug. 27.—All markets are firm and business is decidedly brisk. Dealers are unable to supply the demand on many staples. Cannot get quoting from some houses on certain lines. Collections are fairly steady. Expecting sugar to go higher. Refiners withholding prices. Barrelled beef is easier after phenomenal jump. Oatmeal is higher and cornmeal has advanced. Molasses have increased one cent per gallon. Canned pork and beans have advanced to $2.80; lard is higher, pure, and cheese also. Eggs are scarcer. There are no old stock potatoes on market and new are more plentiful at 90c to $1 per bushel. White beans are higher at $3.25 to $3.50. There is more red spring salmon.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.	....	0 17
Beef, barrel	26 00	27 00
Beef, corned, 1 lb.	3 15	3 30
Pork, American clear, per bbl.	31 00	33 00
Pork, domestic, per bbl.	....	33 00
Butter, dairy, per lb.	0 22	0 23
Butter, creamery, per lb.	0 25	0 26
Cheese, new, lb.	0 15	0 15½
Eggs	0 26	0 27
Lard, compound, per lb.	0 11½	0 12
Lard, pure, per lb.	0 15	0 15½
Flour and Cereals—		
Cornmeal, gran.	....	6 00
Cornmeal, ordinary	....	2 15
Flour, Manitoba, per bbl.	....	7 15
Flour, Ontario	....	6 85
Rolled oats, per bbl.	....	6 25
Oatmeal, standard, per bbl.	....	7 05
Fresh Fruits and Vegetables—		
Lemons, Messina, box	....	7 00
Oranges, Val., case	4 00	5 50
Potatoes, new, bushel	0 90	1 00
Sugar—		
Standard granulated	7 00	7 10
United Empire	6 90	7 00
Bright yellow	6 80	6 90
No. 1 yellow	6 50	6 60
Paris lumps	8 08½	....
Beans, white, per bush.	3 25	3 50
Beans, yellow eyes, per bush.	....	4 50
Canned pork and beans, per case	....	2 80
Molasses, per gal.	....	0 33
Cream of tartar, per lb., bulk	....	0 40
Currants, per lb.	....	0 11
Rice, per cwt.	....	6 00

ON A WAR FOOTING.

Canada is going to find out, within the next few months, what it means to be "on a war footing."

Just what it means depends largely on how we meet the situation. It might mean continued dullness, depression, "hard times"—if we were to persist in thinking and talking "hard times."

It may, just as reasonably, mean prosperity—if we keep our heads and go after business in the right spirit of aggressiveness.

We might well follow the lead set us by some of our large industrial concerns.

An excellent example is furnished by our three leading automobile manufacturers.

One—making a high-priced car—has given instructions for the most aggressive selling campaign the company has ever undertaken; backed up by a big campaign of advertising in the newspapers.

Another, who makes various-priced cars of high quality, had a large announcement of 1915 models in a long list of papers the very week after war was declared.

A third—a Canadian branch factory of a United States concern making a popular-price car, is announcing an important price change—and taking larger space than ever before in Canadian newspapers to tell the story.

And this, be it noted, is the attitude of the three big men in an industry that the pessimists have been predicting would be seriously affected by the war. Their unshaken confidence, their greater-than-ever determination to market successfully a class of product that is always hard to sell, should be an inspiration to the rest of our industries. These three manufacturers have tested advertising, and have confidence in its efficiency in stimulating business in times of war as well as in times of peace.

Instead of retrenching, the business men of Canada may well emulate the action of the motor car manufacturers, and go out after business in the most aggressive way possible.

Few Lemons on Market; Tomatoes Cheaper

Trade Can Now Only Purchase Lemons in New York, and Not Many at That—Good Crop of Tomatoes Gradually Brings Down Prices—Potato Situation Easier with Better Stocks.

MONTREAL.

GREEN FRUITS.—Lemons continue to be the feature of the fruit market and there is considerable speculation as to how long it may be before other supplies can be looked for; prices continue high. Fair supplies of Ontario fruits are now being received and business is fair.

Apples—		
Dutchess, bbl.	2 50	3 75
No. 1 Winesaps, box	....	3 00
Bananas, crate	2 00	2 50
Grapefruit, 54-64-80-96 size, case	4 00	4 50
Grapes, Cal., box	2 50	3 00
Cocoanuts—		
100 to 150 size	....	4 25
Lemons, Messinas—		
Extra fancy, 300 size	....	8 00
Fancy, 300 size	....	7 00
Choice, 300 size, bags	6 00	6 50
Limes, small boxes	....	1 25
Oranges—		
California, late Valencia, 176-200-216-250	....	4 00
California, 126-150 size, box	....	3 75
Blueberries, basket	....	1 50
California cantaloupes, per crate of about 45	4 50	5 50
Watermelons, each	0 60	0 70
Peaches, per box	1 50	2 00
Plums, per crate	1 75	2 50
Plums, Canadian, basket	0 75	1 00
Peaches, Canadian, basket	0 75	1 00
Pears, basket	0 60	0 90
Pears, Cal., box	3 50	4 00
Canadian cherries, per basket	0 90	1 00

VEGETABLES.—Further reductions in vegetables are noted as the result of the heavy local supplies coming in the market. Cabbage, cauliflower and cucumbers are all coming freely and prices are down accordingly. Ontario tomatoes are coming along fairly well although the prices are no lower than had been hoped for; Montreal tomatoes are also now offered. With the advance in the prices of so many foodstuffs it would look like good business to push vegetables which can hardly be affected.

Beans, wax, basket, Canadian	....	0 75
Beans, green, basket, Canadian	....	0 75
Beans, native, bushel, 17-20 lbs.	1 50	1 75
New beets, doz.	....	0 75
Cabbage, per dozen	....	0 50
Cabbage, new, per hbl.	....	2 00
Corn, dozen	....	0 25
Carrots, new, doz.	0 40	0 50
Cauliflower, native, doz.	1 50	2 00
Cucumbers, dozen	....	0 25
Celery, bunch	1 00	1 25
Egg plant, per dozen	2 50	3 00
Lettuce, head, per doz.	....	0 50
Curly lettuce, per box, 3 to 4 doz.	....	0 50
Mushrooms, basket, 4 lbs.	....	2 50
Onions—		
Spanish, per case	....	5 25
New Egyptian, per lb.	0 05½	0 06
Native, per doz. bunches	....	0 75
Red, 100-lb. bags	....	3 50
Parsnips, new, per doz. bunches	....	3 00
Parsley, Canadian, per doz. bunches	0 50	0 60
Peas, native, bushel, 17-20 lbs.	1 00	1 25
Peppers, green, 3½ qt. basket	....	0 75
Potatoes—		
Montreal, new, bag	....	1 25
Montreal, new, barrel	3 00	3 50
Potatoes, new, sweet, Jersey, hpr.	....	2 50
Radishes, per doz. bunches	0 25	0 35
Rhubarb, dozen	0 15	0 25
Spinach, Montreal, in boxes	....	0 50
Sour grass, per box	1 00	1 25
Turnips, Quebec, bag	....	1 50
Turnips, Canadian, bag	....	1 00
Tomatoes, Mississippi (4-bkt. crate)	....	1 50
Tomatoes, Jersey, bushel crates	....	1 50
Tomatoes, Ontario, basket	0 50	0 75
Tomatoes, Montreal, box	....	0 75
Quebec, box	....	2 25

TORONTO.

FRUITS.—There is little chance of the lemon market easing up any until the November fruit arrives. The European war has put on the breaks with a vengeance and no lemons can be purchased now except direct by wholesale in New York. Lemons are still being sold to the retail trade at around $7 the case. Of course they are usually scarce during August as it is a between season. Last year at this time lemons sold at about $5.25. Yellow St. John peaches were selling at around $1.25, and Canadian plums at from 40 to 60 cents a basket according to variety and quality. Plums are considered a fairly cheap fruit this year and many of them are being put down. There were plenty of canteloupes and watermelons arriving and they sold quite freely. Wholesalers say there is not yet the call for fruit that existed a year ago, and are inclined to blame the war with its tendency to cause people to hang onto their money with greater tenacity than usual.

Apples—		
Canadian, basket	0 20	0 45
Duchess, bbl., Can.	2 50	2 75
Bananas, per bunch	1 50	2 00
Blueberries	1 50	1 75
Cantaloupes—		
Canadian, 11-qt. basket	....	0 35
Canadian, 16-qt. basket	....	0 65
Bushel basket	....	1 00
Cherries	....	0 75
Cocoanuts, sack	....	3 75
Oranges—		
California, late Valencias	3 25	3 75
Lemons, Verdilla	....	7 00
Limes, per 100	....	1 25
Lawtonberries, per box	0 10	0 11
Plums, box, U.S.	1 75	2 25
Plums, Can., basket	0 40	0 50
Pears, California, box	2 75	3 00
Peaches, Can., yellow, St. Johns	1 20	1 25
Peaches, ½ baskets, fancy	0 65	0 75
Peaches, Cal., crate	1 25	1 50
Red currants, basket	....	0 60
Watermelons	0 40	0 50

VEGETABLES.—Tomatoes are arriving on the local market in large quantities from day to day and, as the supply increases the price goes down. This week tomatoes were selling as low as 20 cents, but the general prices were 25 and 30 cents the basket. At these figures it is natural that tomatoes should go into consumption rapidly. Potatoes are too easing off in price although no great abundance of them is on the move. The Ontario crop while fair is not going to be large. Many districts report a good yield while others are pessimistic. The New Brunswick crop is said to be a fine one. Potatoes are quoted from 5 to 20 cents a bag less than a week ago.

Beets, Canadian, new, doz. bunches	0 20	0 30
Beans, Canadian, basket	0 25	0 30
Cabbage, Canadian, crates	1 00	1 25
Carrots, Canadian, new, doz. bunches	0 25	0 30
Cauliflower, crate	....	1 50
Cucumbers, Canadian, basket	....	0 25
Gherkins	0 40	0 75
Celery, doz.	0 35	0 40
Corn, per doz.	0 10	0 12½
Lettuce, doz.	0 15	0 30
Mushrooms, per lb.	0 60	0 75
Onions—		
Green, long, doz. bunches	0 20	0 30
Spanish, big crate	....	4 25
Can., 100-lb. bags	....	3 50
Can., 75-lb. bags	....	2 75
Green peppers, basket	0 50	0 60
Potatoes, new, Canadian, per bag	1 25	1 30
Parsley, basket	0 25	0 50
Rhubarb, per dozen	....	0 30
Spinach, Canadian, bush.	0 40	0 50
Tomatoes, Canadian, basket	0 25	0 30
Radishes, Can., per doz.	....	0 25

WINNIPEG.

GREEN FRUITS.—There is a general movement downwards noted this week, with the single exception of lemons, which have risen; this, of course, being on account of the short supply and inability to get any new fruit in from Europe. Californias are now quoted at $11, Messinas at $10. California peaches are being quoted at $1.25 and plums vary from $1.75 to $1.50. Crab apples have dropped from 25 to 50c, being generally quoted at $2. Pears have also moved downwards, being quoted at $2 generally.

The volume of business, it is admitted, has been reduced somewhat since the war commenced. The impression is that this is the natural result. People who are feeling the pinch, and who feel that they will feel the pinch, are economizing in everything that does not seem absolutely necessary.

Apples—		
Washington	....	1 75
Bananas, lb.	....	0 04½
Grapefruit, 54-64-80 size, case	....	6 50
Lemons—		
California	....	11 00
Messina	....	10 00
Oranges—		
California Valencias	....	4 00
Peaches, fresh, Cal.	....	1 25
Plums, fresh, Cal.	1 25	1 75

VEGETABLES. — Ontario tomatoes have taken another drop, being now quoted from 50 to 60c per basket. Potatoes also have moved downwards, the present quotation being $1.20. These are the only quotations which show any marked change. Supplies being sold now are almost entirely local grown.

Head lettuce, Minnesota, bampers	....	3 50
Head lettuce, Cal., crate	....	4 50
Onions—		
Cal., 100-lb. sacks	2 25	2 50
Parsley, per doz. bunches	....	0 40
New potatoes, per bush.	....	1 20
Tomatoes, Ont., basket	0 50	0 60

The Chisholm Milling Co., Toronto, have taken over the Canadian business of Purina Mills, St. Louis, Mo., manufacturers of various cereals.

Rolled Oats Higher and Flour Remains Firm

Advance in Former of 30 Cents a Barrel—Millers Expect Higher Flour Consequent on Rise in Wheat—The Mill Feed Situation.

MONTREAL.

FLOUR.—Although the demand for flour has fallen to what might be considered normal this week, mills are so filled up with orders that the situation remains very firm, and, in fact, some of the large concerns are still out of the market until they get the decks cleared somewhat. In some quarters it is figured that with the continuance of the war demand for foodstuffs will drive the prices still higher. At the present time the million bag order of the Government is the leading item in the export trade, although contracts generally are being lived up to. It will be some time until the millers will be much concerned with new business. Despite the consumption, so heavy has been the buying that calls are not now so heavy for the domestic trade, and these in many cases are being filled at prices to suit the circumstances, in other words, where a buyer had failed to live up to his contract the whole increase may not be asked, and a compromise will be effected between the old and the new prices on a pro rata basis. Jobbers' prices, therefore, are not on a solid basis, and will vary according to individual circumstances.

Manitoba Wheat Flour—	Per bbl.
First patents	6 30
Second patents	5 80
Strong bakers'	5 60

Flour in cotton sacks, 10 cents per barrel more.

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	5 95	6 20
90 per cent.	5 60	5 80
Straight roller	5 49	5 60
Blended flour	5 45	5 95

CEREALS.—Mills are maintaining the same basis for cereals, and business seems to be getting a little more settled. While orders are still heavy, it seems that the wholesalers are getting all they can conveniently handle.

Cornmeal—	Per 96-lb. sack.
Kiln dried	2 45
Softer grades	2 20
Rolled Oats—	90's in jute.
Small lots	2 85
25 bags or more	2 75

Rolled oats in cotton sacks, 5 cents more.

Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.

Rolled Wheat—	100-lb. bbls.
Small lots	3 45
Hominy, per 98-lb. sack	2 70

MILL FEEDS.—Mill feeds continue firm, with the firm market for grain. It is considered, however, that with the mills operating night and day the volume of material will soon have the effect of reducing prices to a lower level.

Mill Feeds—	Car lots, per ton
Bran	24 00
Shorts	26 00
Middlings	29 00
Wheat moulee	29 00
Feed flour	31 00
Mixed chop, ton	31 00
Crushed oats, ton	31 00
Barley, pot, 98 lbs.	2 75 3 00
Oat chop, ton	35 00
Barley chop, ton	35 00

TORONTO.

FLOUR.—There is no change in the price of flour, although by the time this is at press it is possible that the increase will have taken place. The wheat market went so high on Tuesday, the advance in flour should naturally follow unless there is a reaction. A serious factor in the situation is that the Argentine Republic has prohibited the export of wheat and flour, which knocked the Canadian market sky high. New wheat has begun to come in from the West, 118 cars arriving on Tuesday and 273 cars on Wednesday. Most of the wheat is grading Nos. 1, 2, and 3. The mills this year are not likely to contract ahead, as they usually do to the bakers, as under present circumstances they are unable to protect themselves.

Manitoba Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
First patent	6 30	6 20
Second patent	5 80	5 70
Strong bakers	5 60	5 50

Flour in cotton sacks, 10c per bbl. more.

Winter Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
Fancy patents	5 50	5 30
90 per cent.	5 10	4 90
Straigbt roller	5 00	4 80
Blended flour	5 35	4 95

CEREALS.—An advance of 30 cents on rolled oats has taken place, there being an advance of 15 cents on Tuesday and a similar advance on Thursday of this week. These advances are on barrels. The price of oatmeal naturally went up correspondingly, and standard 98 lbs. is now quoted at $3.63, the former price being $3.30. This change is attributed to the war and to the higher oat market. Cornmeal is up 15 cents per 98 lbs., and dealers state that it cannot be bought for within 40 cents a bag of what it sold a week ago.

Barley, pearl, 98 lbs.		5 00
Buckwheat grits, 98 lbs.	5 50	6 00
Corn flour, 98 lbs.	2 50	3 00
Cornmeal, yellow, 98 lbs.	2 65	2 75
Graham flour, 98 lbs.		4 00
Hominy, granulated, 98 lbs.		3 00
Hominy, pearl, 98 lbs.		3 00
Oatmeal, standard, 98 lbs.		3 63
Oatmeal, granulated, 98 lbs.		3 63
Peas, Canadian, boiling, bush.		3 00
Peas, split, 98 lbs.		5 00
Rolled oats, 90-lb. bags	3 30	3 40
Rolled wheat, 100-lb. bbl.	3 65	3 80
Rye flour, 98 lbs.		3 50
Wheatlets, 98 lbs.		4 00
Whole wbeat flour, 98 lbs.		4 00

MILL FEEDS.—No change is reported in the price of mill feeds. There is a fairly good inquiry, but not so good as there has been, as the pasture is much better than it was two weeks ago.

Mill Feeds—	Mixed cars, per ton	
Bran	23 00	25 00
Sborts	25 00	27 00
Middlings	27 00	28 00
Wheat moulee	28 00	30 00
Feed flour, per bag	1 55	1 60

WINNIPEG.

FLOUR AND CEREALS.—The market has steadied down considerably in the last week. Fluctuations in the wheat market continues on the grain exchange, but the milling companies are paying little or no attention to this so far as their prices are concerned. The advance which it was expected last week might come, has not taken place, the upward movement of 80c, struck the week previous, being considered sufficient for the time being. The market is of course somewhat uncertain, depending upon the ability to make shipments to Europe, etc. It is not considered likely, however, that an upward movement will come immediately.

Feed prices remain firm, being quoted at $20 per ton and shorts at $22.

Manitoba Wheat Flour—	Per bbl.
First patents	6 10
Second patents	5 50
Strong bakers'	4 80
Cereals—	
Rolled oats, per 80 lbs.	2 40
Oatmeal, fine, standard and gran'd, 98 lbs	3 40

SARNIA GROCERS TO PICNIC.

Sarnia, Ont., Aug. 26.—(Special.)—The grocers here have decided to hold their eleventh annual picnic at Lake Huron Park on Labor Day, Monday, September 7. Watch for further announcement. The following officers and committees were appointed:—

Honorary President—T. Kenny.

President—R. H. McMann.

Secretary—R. Kirby.

Treasurer—J. Leckie.

Printing Committee—R. Kirby, J. Langan, and A. Baxter.

Badge Committee—Jas. Gammon.

Invitation Committee—A. Baxter, J. D. Mills.

Banquet Committee—R. H. McMann, J. Leckie, A. Baxter.

Window Committee—Jas. Gammon, O. Jacklin, Wm. Campbell, J. Langan.

Town Committee—R. H. McMann, R. Kirby, W. H. Tricker, Joe Leckie, J. Langan, J. D. Mills, O. Jacklin.

Official Scorer—A. Baxter.

Official Starter—R. T. Laughlin.

Announcers—J. Leckie, O. Jacklin.

The Vegetable and Fruit Grocers' Association of Oakville, Ont., are presenting Valcartier camp with a carload of produce for the use of the Canadian corps in training there.

Produce Markets Steady, But Cheese Goes Up

Some of the Strength Has Dropped out of Butter Market—Better Pasturage and Less Foreign Demand—Honey is Again Higher—Eggs Only Firm.

MONTREAL.

PROVISIONS.—With prospects that export trade will be resumed and that on account of the war there will be a big demand in the old country for Canadian foodstuffs, including meats, the market for provisions continues very firm with several advances. Backs with the bone in have gone up a couple of cents and boneless are almost impossible to secure. The lard situation is very firm with advances all along the line of a quarter cent and prospects that prices will go higher in the near future. The increase is the direct result of the higher prices for hogs and the fact that lard has been very cheap for some time.

Hams—	Per lb.	
Medium, per lb.	0 19	0 20
Large, per lb.	0 18½	0 19
Backs—		
Plain, bone in	....	0 24
Light, per lb.	....	0 22
Boneless	....	0 26
Peameal	....	0 27
Bacon—		
Breakfast, per lb.	0 18	0 19
Roll	....	**0 17**
Shoulders, bone in	....	**0 15**
Shoulders, boneless	....	**0 16½**
Cooked Meats—		
Hams, boiled, per lb.	....	0 29
Hams, roast, per lb.	....	0 29
Shoulders, boiled	....	0 27
Shoulders, roasted	....	0 28
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	....	0 15½
Long clear bacon, 80-100 lbs.	....	0 14½
Flanks, bone in, not smoked	....	0 15½
Barrelled Pork—	Per bbl.	
Heavy short cut mess	....	0 32
Heavy short cut clear	....	0 32
Clear fat pork	....	31 00
Clear pork	....	30 00
Lard, Pure—	Per lb.	
Tierces, 50 lbs. net	....	0 13¾
Tubs, 50 lbs. net	....	0 14½
Boxes, 50 lbs. net	....	0 14
Pails, wood, 20 lbs. gross	....	0 14¼
Pails, tin, 20 lbs. gross	....	0 13¾
Cases, 10-lb. tins, 60 in case	....	0 14½
Cases, 3 and 5-lb. tins, 60 in case	....	0 14¾
Bricks, 1 lb., each	....	0 15
Lard, Compound—		
Tierces, 375 lbs., net	....	0 10¾
Tubs, 50 lbs., net	....	0 11
Boxes, 50 lbs., net	....	0 11
Pails, wood, 20 lbs., net	....	0 11¾
Pails, tin, 20 lbs., gross	....	0 11¼
Cases, 10-lb. tins, 60 in case	....	0 12
Cases, 3 and 5-lb. tins, 60 in case	....	0 12
Bricks, 1 lb. each	....	0 13
Hogs—	Per cwt.	
Dressed, abattoir killed	14 00	14 25

BUTTER.—The butter market is a little easier with a falling off in the demands from England, the coast and other outside points, although there are no important price changes. However, the situation shows a continued falling off in receipts and even with the business confined within domestic bounds there would appear reason for husbanding supplies for the coming winter.

Butter—		
Finest creamery, new milk	0 29	0 30
Dairy butter	0 21	0 23

CHEESE.—Situation is firming up and the result is that higher prices are being paid by the trade. The gift of 50,000 boxes by the Province of Quebec to England undoubtedly had the effect of greatly assisting in clearing the situation when there were difficulties in getting export and in making exchange arrangements.

Cheese—		
New make	0 15	0 15½
Old specials, per lb.	0 16	0 17
Stilton	....	0 18

EGGS.—Market for eggs shows little change but prices are firm and steady. With the cooler weather there should be an improvement in quality and probably some readjustment in prices.

Eggs, case lots—	Per dozen.	
New laids	....	0 30
Selects	....	0 28
No. 1s	....	0 25
Splits	0 20	0 22

POULTRY.—There has been a falling off in the demand for fresh poultry owing to comparatively light consumption and the fact that wholesale houses seem to be trying to work stuff off the ice. Prices have declined materially for broilers and fowl and in consequence the arrivals have been small.

POULTRY.

Fresh stock—	Live.	Dressed.
Broilers, per lb.	0 15—0 17	0 18—0 20
Ducks, milk fed	0 12—0 13	0 15—0 16
Fowl	0 13—0 15	0 16—0 18
Geese		**0 15—0 16**
Turkeys, spring		....—0 23
Turkeys, old Tom		....—0 23
Milk fed chickens, lb.		0 20—0 23
Milk fed broilers, lb.		0 25—0 28

HONEY.—Honey situation is very unsettled. New crop is said to be very short and for that reason prices being asked are high while on the other hand dealers have good stocks and are not bidding strong for the new stuff. It will probably take a little time to get things adjusted on a proper basis.

Honey—	White Clover per lb.	Buckwheat per lb.
Barrels	0 11½	0 08
Tins, 60 lbs.	0 12	0 09
Tins, 30 lbs.	0 12½	0 10
Tins, 5 and 10 lbs.	0 12½	0 10
Comb, 13-14 oz. section	0 20	0 15—0 16

TORONTO.

PROVISIONS.—There has not been a great deal of change in the provision market since a week ago when several advances occurred, but the situation is yet firm. The outside demand is holding the situation up and as some firms have large contracts to fill in the Old Country, there is a steadier demand for hogs which naturally reflects on the cured meats and lard. Pure lard is a shade firmer and prices are well maintained.

Hams—		
Light, per lb.	0 20	0 20½
Medium, per lb.	0 19½	0 20
Large, per lb.	0 18	0 19
Backs—		
Backs, per lb.	0 24	0 25
Boneless, per lb.	0 25	0 26
Pea meal, per lb.	0 25	0 26
Bacon—		
Breakfast, per lb.	0 20	0 20½
Roll, per lb.	0 15½	0 16
Shoulders, per lb.	0 14½	0 15

Pickled meats—1c less than smoked.

Dry Salt Meats—		
Long clear bacon, light	0 14½	0 14¾
Cooked Meats—		
Hams, boiled, per lb.	0 27	0 28
Hams, roast, per lb.	0 27	0 28
Shoulders, boiled, per lb.	0 23	0 24
Shoulders, roast, per lb.	0 23	0 24
Barrelled Pork—		
Heavy mess pork, per bbl.	26 00	28 00
Short cut, per bbl.	30 00	32 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 12½	0 13
Tubs, 60 lbs.	0 12¾	0 13
Pails, 20 lbs., per lb.	0 13¼	0 13½
Tins, 3 and 5 lbs., per lb.	0 13½	0 14
Bricks, 1 lb., per lb.	0 14¼	0 15
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09¾	0 10¼
Tubs, 50 lbs., per lb.	0 10	0 10½
Pails, 20 lbs., per lb.	0 10¼	0 11
Hogs—		
F.O.B., live, per cwt., off car	9 00	9 15
Live, fed and watered, per cwt.	....	9 50
Dressed, per cwt.	14 00	14 50

BUTTER.—Butter may have already shot its bolt. In a short time it went up 4 or 5 cents a pound but since a week ago an easier situation has developed. Some butter men even look for a decline. The recent rains have encouraged the pastures and already they are looking considerably better.. Also there is a slackening in foreign demand and it is now expected that B.C. will get its usual shipments from New Zealand. Many creameries which refused to sell except at their own prices a week or two ago are now more anxious which would indicate an easier feeling.

Butter—		
Creamery prints, fresh made	0 30	0 31
Separator prints	0 26	0 28
Dairy prints, choice	0 25	0 26
Dairy, solids	0 22	0 24
Bakers	0 18	0 20

EGGS.—While the egg market is firm there are not many selling just now. Supplies seem to be adequate for present business. There were no eggs offered on the exchange on Monday.

Eggs, case lots—	Per dozen.	
Strictly new laid, in cartons	0 28	0 30
Selects	0 26	0 28
Straights	0 24	0 26
Trade eggs	0 20	0 21

CHEESE.—New cheese has been going up lately wholesalers quoting it at ¼ and a half higher than week ago. Cheese was due for an advance on account of rise in butter and the gift of 50,000 boxes by Quebec to Great Britain is undoubtedly clearing a good many out of that province.

Cheese—		
Old, large	0 16¼	0 16½
Old, twins	0 16½	0 17
New, large	0 15	0 15½
New, twins	0 15¼	0 15¾

HONEY.—There is quite a perceptible firmness to the honey market just now due to the prospects of a poor crop. Wholesalers are quoting ½ a cent above last week. All the new honey is none too good in quality, much of it being dark in color.

Honey—		
Clover honey, bbls., per lb.	0 10½	0 11
60 lb. tins	0 11	0 11½
20 lb. tins	0 11¼	0 11¾
10 lb. tins	0 12	0 12¼

5 lb. tins	0 12½	0 12¾
2½ lb. tins	0 12¾	0 13
Comb	2 75	3 25
Buckwheat, bbls.	0 07	0 07¼
60 lb. tins	0 07½	0 08

POULTRY.—Fowl is selling well this week but chickens are arriving too freely for the demand and quotations are 3 or 4 cents lower. In view of some Jewish celebrations in near future there will he good sales for live roosters and fowl.

Fresh Stock—	Live.	Dressed.
Fowl	0 14	0 16
Spring chicken, lb.	0 14	0 18
Turkeys, young	0 15	0 18
Turkeys, old Tom	0 13	0 15
Ducklings	0 11	0 13

WINNIPEG.

PROVISIONS.—Here there has been little change during the week. The supply heing received of butter, cheese and eggs is not very heavy. War conditions, moreover, make it uncertain what the future of these products will be, and it is apparent that holders of these lines are quite content to fill present orders out of present receipts, keeping their early stock, to see if foreign orders—or orders resulting from the European trouble—will not bring about a higher price.

It is expected that cured meats will tend upwards from now until the middle of October. An interesting point with reference to this market is brought out hy one of the local houses, whose manager states that their receipts this year prove conclusively that the farmers of the West are going into mixed farming, and that the supply of live stock received in future years will be much greater than in the past. For the first five months of this year receipts of cattle, hogs and sheep were all in excess of receipts for the same period in 1913. The advance in cattle was 28 per cent., in hogs 230 per cent. and in sheep 188 per cent.

Cured Meats—		
Hams, per lb.		0 21
Shoulders, per lb.		0 15
Bacon, per lb.		0 25
Long clear, D.S., per lb.		0 14
Mess pork, bbl.		28 00
Lard—		
Tierces		0 10½
Tubs, 60s		5 37
Pails, 20s		2 22
Cases, 5s		6 82
Cases, 3s		6 90

BUTTER.—While no change has come here it is considered very likely that an advance will be struck shortly. The supply, both in the East and in this district, has fallen off considerably owing to the exceedingly hot weather. In addition to this, butter from Denmark, which has been bought largely at the Coast, cannot be received this year, owing to the difficulties of transportation, and to the fact that the Danes will need this butter to supply others. This means that the Coast will call upon the East and centre for its supply which, taken in conjunction with the falling off in this supply, will tend to keep the prices up.

Butter—		
Creamery, Manitoba		0 27
Dairy	0 19	0 24
Cooking	0 12	0 16

CHEESE.—Market is firm. Here too there is a likelihood of an advance.

Cheese—		
New, large		0 16½
New twins		0 17

EGGS.—Receipts are falling off as has been expected. No advance has as yet been struck, but this is quite likely.

Eggs, extra first		0 19
Checks		0 12
Extra, in cartons		0 24

Present Cheques Promptly for Payment

Legal Case Lost Because This Precaution Was Not Taken, Although There Were no Funds—Endorsers Were Sued—Similar Case in Western Ontario.

The necessity of presenting cheques for payment promptly was demonstrated recently in the law courts in Toronto when a legal case was lost because this precaution was not taken, even in the face of the fact that there were no funds in the hank. The endorsers of the cheque were sued hut the judge held them not liahle. A review of the case here will he interesting:

The Bank of British North America sued the defendants as endorsers of two checks drawn by Maybee & Wilson, who failed about that time, on the Market Branch of the Standard Bank. The defendants cashed the checks at the Stockyard Branch of the Bank of British North America on October 1st last. The branch forwarded the checks to its head office to be cleared, and the checks went through the clearing house on the 2nd, and were delivered in the usual way to the Standard Bank head office. The checks remained at the Standard Bank (head office) all day on the 2nd, and were not sent down to the market branch of the Standard Bank, on which the checks were drawn, until the morning of the 3rd. There not being sufficient funds on the morning of the 3rd to pay the checks, the market branch of the Standard Bank retained them until a few minutes before closing of bank hours on Saturday, the 4th, when the checks not having heen honored, were returned to the Bank of B. N. A., and clearing house checks received therefor. The checks were protested by notary on the 4th, but notice of dishonor were not mailed until the 6th.

The Bank of British North America having sued the endorsers, they raised two defences: First, that the checks were not presented in time; second, if they were, they had not received proper notices of dishonor.

The hank relied on rule 12 of the clearing house, which provides that checks received by a hank through the clearing house drawn on its city branches must he presented not later than the following hanking day, and, if dishonored, must he returned to the depositing hank not later than 3 p.m. on the next legal banking day following the presentation, except on Saturdays, when the hour shall he 12 o'clock noon.

The Appellate Division, however, held that there was nothing in the Bills of Exchange Act or the Act incorporating the Canadian Bankers' Association to make this rule binding on the public, and that the common law rule regarding presentment of checks, viz., that checks must be presented for payment on the day they are received, or at the latest on the day following their receipt, still governs, and the defendants were discharged hy the failure of the bank to present the checks at the proper time.

A somewhat similar decision was given hy the County Judge of Waterloo, Ont., last year. A grocer of Galt accepted a cheque from a customer in payment of his account made by a party well known to the grocer and which was endorsed by the customer. The grocer held the cheque for some days before presenting it, when it was dishonored. In the meantime the maker of the cheque had absconded, the customer refused responsibility, the grocer sued, hut the judge held that the endorser was not liable as the cheque was not presented in proper time.

Despite the war in Europe, the Canadian National Exhibition will be held as previously announced. It opens tomorrow, August 29; the formal opening to take place on Monday, the 31st. The term Peace Year will still be the slogan, as the 100 years of peace between Canada and the United States will be celebrated. Every dealer who can make it at all convenient should visit the Exhibition this year. It means the collecting of a wealth of information to anyone who attends.

CANADIAN GROCER

Established 1886.

Only Weekly Grocery Paper Published in Canada.

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John Bayne MacLean - - President

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CAUSES OF THE RAPID ADVANCES.

THAT THE WAR should cause a moderate advance in the prices of many foodstuffs was to be expected. If, however, there had not been such a wild rush on the part of the public, the advances would not have occurred with such rapidity. In sizing up the situation in the Old Country, the Produce Markets' Review looks upon the chief cause of the rapid advances as does Canadian Grocer In the last issue to hand is found the following:

"It is no exaggeration to describe what has occurred as a 'buying panic,' and although all level-headed men have raised their voices against action, and although the Board of Agriculture has done its best to allay immediate fears by pointing out that there is at least a four months' stock of the prime necessities of life, the tide has not been successfully stemmed.

"A fictitious demand has been created. The retailer has been compelled to replenish his stocks, and the wholesale dealer has been forced in his turn to purchase in excited markets, and from more or less unwilling sellers of the merchant and importing class. In this way, the moderate rise in prices, which it is admitted would have been justified, has been turned, in the case of certain classes of goods, into a serious and unnecessary enhancement of values It was, perhaps, unfortunate that a crisis of this kind should arise coevally with the break in market transactions brought about by the Bank Holiday. At such times, public sales of produce are for the time being dispensed with, and the market by private treaty is partially closed, the ordinary outlet for many articles of produce being stopped."

Many of the daily papers after being chiefy responsible for creating the scare are now throwing out insinuations that some section of the trade—the exact one is not boldly stated—is responsible for the high prices and intimate that the government should step in and wipe out the trouble. At a time like this none of us desire to see prices advanced unduly. Our patriotism demands that all our energies should be bent on maintaining as nearly as possible normal conditions. But for the large daily papers to be almost directly the cause of the stampede for food—the extraordinary demand necessarily put up prices—and then to insinuate that the advances were due to sinister motives on the part of the trade or a section of it, is nothing short of hypocricy

THE SILVER LINING TO THE CLOUD.

THAT CANADA IS IN an extremely fine position in the present crisis is becoming more and more evident as the days go by. Our vast agricultural resources coupled with the great distance we are from the seat of hostilities, make us particularly fortunate and more so since ocean trade routes to practically all nations are open.

A large Western manufacturer writing to the MacLean Publishing Co. deplores the pessimistic talk that is floating around—a great deal of which is being propagated by the newspapers—and lays particular stress on the bright sides to the situation. Outside of a few districts in the West, he points out, the farmers will have a very fair crop and they are going to get a lot of money for it. In addition to that the sales of horses will be large and the prices high, and cattle prices will undoubtedly remain steady.

Taking into consideration these points and the fact that British Columbia has a big crop of fruit, and that with the high price of canned salmon this year this article will realize a great amount of money; and when we consider that Eastern Canada has a good crop of practically everything there appears to be no good reason why we can not look with enthusiasm on the future. That the Canadian farmer is going to benefit greatly in times of high grain and live stock prices is self-evident. Canadian soil and Canadian waters are going to produce more wealth than ever and as we are dependent on these two factors more than on anything else, it naturally looks as if our producers would have a great deal of money to spend.

There is always a bright lining to the dark cloud. Some of us need a little courage to see it, but in a time like the present courageous deeds are the rule, not the exception. Do not be too ready to lie down. The man who faces the situation calmly, who pays his bills as he goes, and who is loyal to his fellow men, is

the man who when the sun breaks out again will be among the heroes of the non-combatants.

THE MARKET—A SENSITIVE PROPOSITION.

THE WORD "MARKET" is made to have a wide meaning It is used in a great variety of senses; and in its use few ever stop to think what the word really means. It is claimed by the leader of the bull faction —if they may be so called—that in the recent adjustments in the prices for wholesale grocery commodities is held the explanation of the whole situation. According to him the "market" is the relation of existing conditions throughout the country or the world and supplies of any kind—a question of supply and demand. The balance is so delicately maintained that it requires but the wink of an eye at times to upset the equilibrium and change prices.

This wholesale grocer, who heads one of the largest firms in the country and who was among the first to take the upward step in price adjustments points to the world conditions to-day as proving that his conception of the developments was correct. That it was with no idea of exploiting the trade but to protect himself in a straight legitimate business way that he made advances is his claim, and he points out that the others had to follow him.

"If we have made profits on the stocks we had in hand it will only recoup us for what we stand to lose in the future," he stated, and he explained that apparently there were others who did not see what the developments might be. To-day the steamship lines had canceled rates; European countries had placed embargoes on foodstuffs; exchange was on a basis that almost prohibited business and war risks had been placed at about 5 per cent. These were factors that now showed that the advances which had been made were warranted. There are no more supplies for the present and it was difficult to say when more would be available. In the meantime it meant that there would be less business and expenses would be much the same And then when the war is over the public will not want to pay the high prices and there would be stocks on hand which would have to be disposed of at a loss.

OUR DUTY IN THE CRISIS.

THERE IS AN OLD saying that what is one man's meat is another man's poison. The present war is undoubtedly a bitter pill to the business men of the German Empire, as it will throw the export trade of that country back a couple of generations. Through no fault of its own, industrious Germany will lose millions from this great conflagration. Factories that have been accustomed to ship their products to all parts of the globe have been closed down and even if they were working, they have no opportunity to use the high seas for transportation. That is their misfortune.

Canadian manufacturers are not so situated. The commercial waterways of the world are practically all open to them. Now that the first shock of the clash of arms has passed, and the feverish excitement consequent upon the great nations of Europe declaring war on one another is over, our minds are getting back to the fortunate situation in which we found ourselves.

It is clearly the duty of each of us to help fill the gap left open by those nations whose commerce is tied up. We are in a position to do this, but apart from that it should be the aim of every manufacturer, wholesaler and retailer in the trade to use his best energies in such a crisis to bring about normal conditions. By aiding to supply the deficiency created by the war, all will be doing a duty to their country.

WESTERN GRAIN.

WRITING FROM Saskatoon, Sask., a representative says under date of Aug. 22:—Harvesting is general through this part of the country and the bulk of the grain will be in stook in a few days, provided the present favorable weather continues. The yield will be varied. In some places it is good, others medium, and still others poor; on the whole it is below the average. Threshing is commencing in some sections. The first car of wheat from the Goose Lake district passed through the city yesterday. This will be followed by many more shortly. Shipments East are commencing two weeks earlier this year than usual.

It is hoped that with the increased price being paid for cereals this season, money will be more plentiful when farmers begin to get returns for their shipments.

EDITORIAL NOTES.

CANADA IS BOUND to profit from the eruption of the peace of Europe.

* * *

DURING THE PAST few weeks sugar has certainly been running up the scale at the rate of a fox hunt.

* * *

IT IS THE DUTY of Canadian manufacturers to manufacture the goods that cannot be supplied by the nations now at war.

* * *

IT IS NOT VERY likely we shall ever live through another great war. Let us therefore show our true colors in this one by doing our utmost to maintain normal conditions.

* * *

IN FIXING retail prices the trade should err on the conservative side during the present crisis. No one will deny the grocer a fair share of profit based on present values; but it is the duty of the true Canadian to see that nothing more is exacted.

* * *

EDMONTON, ALTA., has a by-law which is fairly well enforced that prohibits dogs being allowed in grocery stores or other places where foodstuffs are handled. This is an example that might well be followed by many other places with good results.

* * *

CALGARY and Edmonton have an excellent method of handling the garbage of the city. All garbage from the houses has to be wrapped in paper and deposited in a barrel or other receptacle from which it is regularly removed by the city collectors and conveyed to the incinerators.

This does away with all bad smells and breeding places for flies in the back yards that is so prevalent where other methods are followed.

CURRENT NEWS OF THE WEEK

Quebec and Maritime Provinces.

J. W. Racino, groeer, Montreal, has sold to Alfred Amirault.

J. A. Paquette, groeer, Hull, Que., has disposed of his business.

The store of the Canada Food Co., Canning and Halifax, N.S., has been advertised for sale by auetion.

Guy M. Drummond, of the Canada Sugar Refining Co., Montreal, holds a captaincy in the Royal Highlanders and left with the city corps to join the Canadian Overseas contingent.

Ontario.

J. L. Barton, grocer of Stratford, Ont., has sold to J. W. Merner.

Mrs. J. E. Wolfenberg, groeer, Berlin, Ont., has sold to Miss L. Eiler.

Buehanan Bros., groeers, Ingersoll, Ont., have disposed of their business.

E. S. Riee, groeer, Acton, Ont., has sold his groeery business to J. R. Livingstone.

J. B. Martyn, a Bowmanville grocer and hardware dealer, is disposing of his business.

W. K. Kellogg Cereal Co. have moved their Toronto office from 32 Church St. to 59 York St.

F. Andre, manager, Thos. J. Lipton, Toronto, has returned from a business trip to Western Canada.

The Wm. Wrigley, Jr., Co., Limited, gum manufacturers, are ereeting a plant on Carlaw Avenue, Toronto.

Andrew Lambert has opened a grocery store at the eorner of Davis and Maekenzie streets, Sarnia, Ont.

The groeers of Windsor, Ont., are discussing the question of organization as a branch of the Retail Merehants' Association.

Stephen Vair has opened a groeery store in Barrie, Ont. He will be remembered as the famous "Steve Vair" of hockey renown.

Thos. Cross, for many years a general merehant in Madoe, Ont., passed away last week. He was the father of Hon. C. W. Cross, of Edmonton.

Geo. Todd, a Toronto groeer, has passed away at the age of 67 years. He was born in Fermanagh, Ireland, and came to Toronto 40 years ago.

The annual pienie of the Sarnia, Ont., groeers and elerks will be held on September 7 to Lake Huron Park. Robt. Kirby will aet as seeretary.

At a recent meeting of the Groeers' and Butchers' Association of Brantford, Ont., the question of eutting out all credits for the time being was discussed. Many are in aeeord with this.

Arthur Meighen & Bros., general merchants, Perth, Ont., have dissolved, William Meighen continuing under the same name. William Arthur Meighen, one of the partners, died a few months ago.

The merehants of Brantford, Ont., are behind a movement to hold a patriotic day in the near future when all the merchants, hotelmen, theatres, etc., will be requested to give 5 per cent. of their eash sales to a patriotic fund.

C. A. Elliott, manager of the eoffee department of Greenhut-Siegel-Cooper, New York City, was in Ontario last week on a holiday. He is an old Ontario boy. He ealled at the Toronto office of Canadian Groeer and spent a few days in Guelph.

Western Canada.

Crowe Bros. have opened a new grocery store in Cranbrook, B.C.

Geo. Capling, general merehant, Roulcau, Sask., has removed to Bengough.

The stock of the estate of Norman Yueht, a Calgary grocer, has been sold.

The general store of Delong & May, Carlstadt, Alta., was destroyed by fire reeently.

W. J. Patterson, general merehant, Dummer, Sask., is sueeeeded by Patterson & Park.

The Dominion Milling and Elevator Co. has been ineorporated, with head office at Nokomis, Sask.

The Retail Merehants' Association of Red Deer, Alta., held a suceessful pienie to Sylvan Lake. About 700 people took in the event. The merehants defeated the clerks in a game of ball by the seore of 10 to 4.

Biggs Bros., groeers, Regina, Sask, have opened a branch at 15th Avenue, in that city. Mrs. W. H. Loekerbie, groeer, Regina, Sask., is sueeeeded by The Dollar for Dollar Co., which has just been ineorporated.

In a newspaper advertisement reeently in a Saskatoon paper the Cairn's department store offered 15,000 pounds of flour at a certain priee, and the rush was so great the next day that it was all sold before eleven o'eloek. Deliveries or many of them had to be postponed until Monday and Tuesday.

On aeeount of the failure of the farmers to obtain a fair erop along the Swift Current, Cabri, and Prussia line of the C P. R., in Saskatehewan, it is said that action has been taken through the immigration department at Winnipeg to arrange with the merehants to extend them eredit. The information is that $15,000 have been appropriated for the purpose.

A HOUSECLEANING WINDOW.

The window in the groeery store of Isaae N. Hunter, 611 College street, Toronto, reeently showed a very attraetive, as well as useful exhibit. Attention was drawn to this window by a white eard, about 6 by 8 inehes, plaeed in the eentre, bearing the words "Enemies to Dirt." The eye of the spectator instinetively wandered in search of these foes, and soon discovered, grouped in separate piles, various brands of soap, eleansers, polishes and purifiers for home and personal use. These were in powder, solid or liquid form, enclosed in their attraetive wrappers or boxes, many of them being brands well-known through extensive advertising. They were neatly arranged on a flooring of white erepe paper, bordered with blue, and comprised sueh produets as eleaning powders, soaps, ete. The figure of a housemaid, holding a eake of soap in one hand, presided over the array. The warlike toueh, prevalent everywhere, was given by little flags here and there, and a large one draped over the figure, and by another eard on whieh appeared the loyal statement, "Britannia rules the waves."

War Will Have No Effect on Oyster Prices

One of the Lines that Will Not be Reached—Oyster Season Ushered in with September—Hints on Handling the Bivalve—Good Food Value, as no Water is Included.

THE oyster season is here again—that is, so far as there is an oyster season, for the bivalves are now handled practically all the year round by some dealers, particularly in Eastern Canada. However, so far as the general public is concerned—and so far as the season for shell oysters is concerned—and this is what is of interest to the grocer—the rule of "R" is still followed, and the 1st of September finds a demand for this form of food.

The oyster business is one that should not be neglected by the grocer. Whether he finds that his trade is best suited to the northern or southern oysters, or the cheap or superior quality, there will be found a good margin of profit, and more and more every season there is found an increase in the public demand.

A few years ago the oyster was considered as a delicacy for the rich by a great many people. To-day it is a food which is generally recognized, for it is of high nutritive value, easily prepared, and is cheap when the ever increasing price of fresh meats is considered in comparison. Then, too, being confined generally to the cold weather months, it has a strong popularity—and this popularity is not more emphasized than at the opening of the season.

Make a Tasty Display.

Much depends upon the success of dealing in oysters in the manner in which they are handled. There is nothing much more repulsive in the store than a crude receptacle that apparently had been in use a long time. Such a display will not make sales. On the other hand, the handling of the oyster stock in a sanitary manner is very simple. Shipments are usually made in one to five-gallon cans, and these cans are not made use of again.

For the retail store it will be found that a display case is advisable. These are clean and sanitary, permit of proper refrigeration, which is very important, and make a showing that will prove a very important factor in bringing sales.

These display cases are usually made of white enameled sheet metal with a close-fitting glass top. An inner receptacle holds the oysters, and there is a cavity left all round for the ice. In price they are from about five dollars to three times that figure, and most of the oyster supply houses will be found willing to supply them at cost or on a very small profit. The price to be paid would be in relation to the business of the grocer, but it will usually be found good business to make the display as tasty as possible; we are now living in a day of sanitation, and clean food is what the people are asking for—and paying for.

Oysters in Glass Bottles

One of the Canadian oyster houses is using bottles. These hold a little less than half a quart, and are made to sell at the same price as a pint in bulk.

The chief advantage in selling oysters to-day may be found in the fact that in addition to insuring cleanliness by means of display cases, etc., there is no water packed with the oysters, and for this reason they are excellent value.

In handling bottled goods care should be taken by the grocer to see that the bottles are not exposed. They should be kept on ice just the same as the bulk goods, for if they are allowed to stand around with the pickles they will not remain in first-class condition very long.

Oyster men claim that in a pint of oysters there is ample food of a meat value for a family of three or four, and that the price is very reasonable.

The old theory that oysters have been responsible for typhoid fever has been pretty well dispelled. Probably some cases have been caused from this source, but the fact remains that it has never been satisfactorily proven, and the Oyster Growers' Association has carried out a thorough investigation.

Quality and Price.

One thing that the grocer will have to consider in stocking oysters is the question of price, and this should be decided in relation to the trade, and where there is a large business with customers of varied financial standing it might be well to stock more than one quality. Oysters are like most anything else; they are graded in the packing. Then there is a considerable distinction between the bivalve of the southern waters and those from the warmer and less salty waters of the north. The result is that there are different qualities and sizes. Southern oysters will sell from 40c a quart up, according to grading, and the northern stocks will retail from 60c a quart for standards up to 80c for extra large for the fancy trade. However, in the retail business few will be sold above 60c the quart, as the larger ones usually go to the high-class restaurants and hotels. The dearer oyster is, of course, better in quality, usually being of better color and more solid meat.

War No Effect.

Oysters will class with the foodstuffs that will not be affected by the war, and for this reason, with the high prices which are prevailing for many other foods, there should be a strong demand for them throughout the coming winter. They form the basis for a satisfying, appetizing and nourishing meal at a reasonable cost, and with a fair margin of profit the grocer will do well to give the proposition full consideration.

WAR SCARE IN SCOTLAND.

The Scottish Trader, published in Glasgow, Scotland, says:—The Glasgow grocers and provision merchants have passed through one of the busiest weeks in the history of their trades. Despite the Shops Act, the meal hours of the shop assistants were curtailed in order that customers might have attention and the crush at the counters be relieved. Unlike Saturday, when the wealthier people were laying in stocks, the demand for provisions on Monday and Tuesday was more general in the poorer districts. The wives of artisans were more in evidence, and were buying as much meal, flour, bacon and sugar as their means could afford. As a rule they carried their purchases away with them. But there were larger orders which had to be delivered by messenger and van, and as these were occupied dealing with goods purchased on Saturday, deliveries could not be guaranteed. A stop had also to be put to letter orders, which form a large proportion of the business of the more extensive firms. The cash orders on hand were sufficient to keep the assistants fully employed for some days, and shopkeepers could afford to ignore anything which was not a cash transaction. The heavy demand for supplies soon exhausted stocks. Late in the forenoon of Monday a large number of shopkeepers were completely sold out of foodstuffs. In the afternoon the state of exhaustion was almost general, and many of the shops suspended business altogether. It was not a rare experience for one customer to buy goods at a price, while the customer immediately following had to pay an advanced figure. For instance, sugar in the morning could be bought at 2½d, but in the afternoon the price had gone up to 5d per lb.

Backward Summer Reported for Oysters

Supplies From South Expected to be Couple of Weeks Late—Season Opens With September—Prices May be Shade Higher Than Year Ago—Good Sales of Fresh and Smoked Fish, as it is Cheap Food.

MONTREAL.

FISH AND OYSTERS.—The trade is preparing for the opening of the season for fresh oysters, with September. It is expected that as usual the arrival of fresh stocks will be welcomed. First arrivals will be from the private beds as the oyster fishing on the public beds is not open until the 1st of October. Southern oysters will be a little late in arriving.

Fish situation continues to be fairly satisfactory although the prices have been advancing on imported herrings and other varieties the exportation of which has been interfered with by the imposition of embargoes by European countries which are at war. Domestic herrings and salt cod should be moderate in price. Fresh varieties have been moving freely although there is beginning to be a little more inquiry for salt and canned stocks.

TORONTO.

FISH AND OYSTERS.—The oyster season will be a little late this year, but oyster men expect supplies at least around Sept. 15. One firm has received a sample shipment. The summer has been cold and backward for the oyster with the result that, as the development depends on favorable weather, it is as yet weak and will require some time to recuperate. The yield is not expected to be quite so good as a year ago but prices will not show any material change—no more than 5 or 10c a gallon at the outside. No prices are yet quoted here.

Fresh and smoked fish is selling well here as fish is a cheap food at the present time.

FRESH FISH.

	Montreal	Toronto
Halibut, fancy, express, per lb	0 11	0 10
Haddock, fancy, express, lb.	0 04	0 06
Steak cod, fancy, express, lb	0 06	0 07
Market cod, per lb.	0 05	....
Flounders, fancy, express, lb	0 07	0 08
Gaspe salmon, per lb.	0 18	0 17
Chilled salmon	0 15	....
Buck shad, fancy, express, each	0 30	....
Roe shad, fancy, express, each	0 60	0 80
Dressed bullheads, per lb.	0 10	....
Brook trout, per lb.	0 30	....
Whitefish, per lb.	0 13	0 12
Lake trout, per lb.	0 13	0 10
Bluefish, per lb.	0 13	0 12
Herrings, per 100 count	1 50	1 75
Herring	....	0 07
Dore, per lb.	0 13	0 12
Mackerel, per lb.	0 11	....
Striped bass, per lb.	0 15	0 15
Pike, per lb.	0 08	0 08
Perch, per lb.	0 05	0 07
Sea bass, lb.	0 10	0 12
Carp	0 08	....
Eels	0 08	0 08

SMOKED FISH.

	Montreal.	Toronto.
Haddies, per lb.	0 08	0 08
Haddies, 15-lb. and 30-lb. boxes, lb.	.07½-.08	.08-.09
Haddies, fillets, per lb.	.11	.12
Haddies, Niobe, boneless, per lb.	.10	.10
St. John bloaters, 100 in box	1.20	1.20
Yarmouth bloaters, 60 in box	1.20	1.20
Smoked herrings, medium, box	.16	.15
Smoked boneless herrings, 10-lb. box	1.20	1.15
Kippered herrings, selected, 60 in box	1.00	1.25
Kippered herrings ordinary, 60 in box	1.10	1.20
Smoked salmon, per lb.	.25	.23
Ciscoe herrings, basket of 15 lbs	1.75	1.80
Smoked eels	.12	.10
Smoked halibut	...	.20

FROZEN FISH—SEA FISH.

	Montreal.	Toronto.
Salmon—Gaspe, large, per lb.	....	.12
Salmon, red—steel heads, per lb.	.12-.13	.12-.13
Salmon, red—sockeyes, per lb.	.10-.11	.11
Salmon, red—Coboes or silvers, lb.	.10	.11
Salmon, pale qualla, dressed, per lb.	.07-.07½	.08½
Salmon, pale qualla, dressed, per lb.	.07-.07½	.06½-.09
Halibut, white western, large and medium, per lb.	.07½-.08	.09
Halibut, eastern chicken and medium, per lb.	.09	...
Mackerel, bloater, per lb.	.07-.08	.09
Haddock, medium and large, lb.	.05½-.06	.07-.08
Market codfish, per lb.	.06-.05½	.07-.08
Steak codfish, per lb.	.06½-.07	.09
Canadian soles, per lb.	.08	...
Blue fish, per lb.	.15-.17	.15

FROZEN—LAKE AND RIVER.

White fish, large, per lb.	.10-.11	.10-.11
White fish, small tullibees, per lb.	.06½-.07	.06½
Lake trout, large and medium, lb.	.11-.12	.12
Dore, dressed or round, lb.	.09-.10	.09-.10
Pike, dressed and headless, lb.	.06½-.07	.06
Pike, round, per lb.	.06-.06½	.07-.08

PICKLED FISH.

Salmon, Labrador, tierces 300 lb.	21 00	....
Salmon, Labrador, bbls., 200 lbs.	15 00	....
Salmon, Labrador, half bbls., 100 lbs.	8 00	....
Salmon, B.C., bbls.	15 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lb.	12 00	....
Sea trout, Labrador, bbls., 200 lb.	11 50	....
Sea trout, Labrador, half bbls., 200 lb.	5 50	....
Mackerel, N.S., bbls. 200 lb.	12 00	....
Mackerel, N.S., half bbls., 100 lb.	7 00	....
Mackerel, N.S., pails, 20 lb.	1 75	....
Herrings, Labrador, bbls.	5 00	....
Herrings, Labrador, half bbls.	3 50	....
Herrings, Nova Scotia, bbls.	6 00	....
Herrings, Nova Scotia, half bbls.	3 25	....
Lake trout, half bbls.	..	8 00
Quebec sardines, bbls.	5 00	....
Quebec sardines, half bbls.	2 75	....
Tongues and sounds, per lb.	0 10	....
Scotch herrings, imported, half bbls.	8 00	....
Holland herrings, imp'ted milkers, hf bbls	7 00	....
Holland herrings, imp'ted milkers, kegs.	0 85	....
Holland herrings, mixed, half bbls.	7 00	....
Holland herrings, mixed, kegs	0 75	0 65
Lochfyne herrings, box	1 35	....

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb	7 50	7 50
Dried hake, medium and large, 100 lb.	7 00	....
Dried pollock, medium and large, 100 lb.	7 00	....
Dressed or skinless codfish, 100-lb. case.	7 00	7 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs per lb.	0 07½	0 08
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 30-lb. boxes.	0 10	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, ½-lb. each, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standards, solid meats, gal.	1 80	....
Standards, ordinary, gal.	1 50	....
Selects, per gal.	2 00	....
Best clams, imp. gallon	1 50	....
Best scollops, imp. gallon	2 00	....
Best prawns, imp. gallon	2 00	....
Best shrimps, imp. gallon	2 25	....
Sealed best standards, quart cans, each	0 35	....
Sealed best select, quart cans, each.	0 45	....

OYSTERS, CLAMS, MUSSELS AND SHELL FISH CRUSTACEANS, ETC.

Cape Cod shell oysters, per bbl.	12 00	....
Malpeque, shell oysters, selected J.A.P., per bbl.	10 00	....
Malpeque, shell oysters, C.C.I., bbl.	12 00	....
Clams, per bbl.	6 00	....
Mussels, per bbl.	6 00	....
Live lobsters, medium and large, lb.	0 25	....
Boiled lobsters, medium and large, lb.	0 16	....
Soft shelled crabs, doz.	....	....
Winkles, bush.	....	....
Little Necks, per 100	....	....

FOR SALE

FOR SALE — CASH REGISTER, SINGLE drawer. Best condition. At half cost. Apply E. A. Stahl, Berlin. 4914

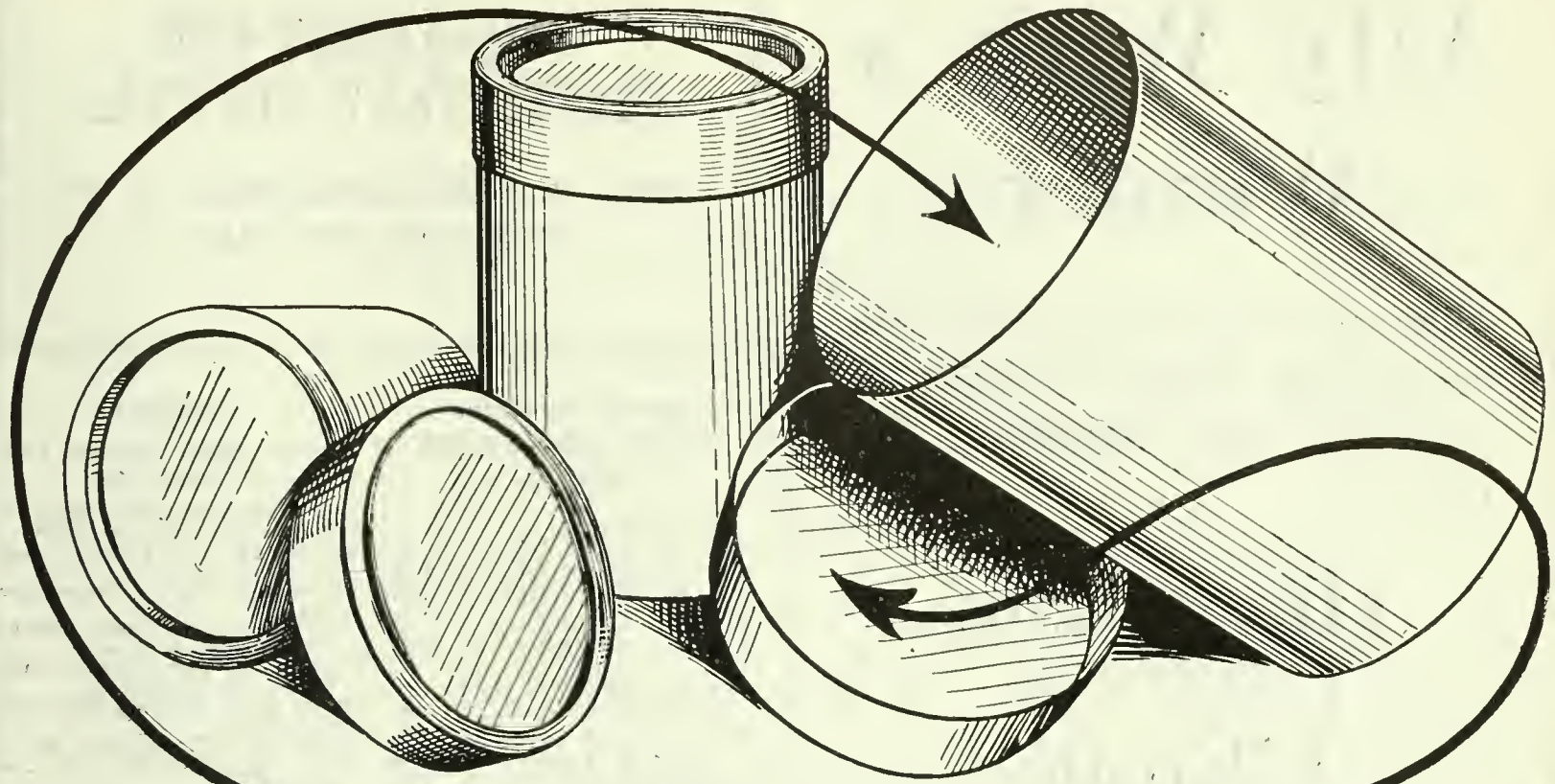
EVIDENCE OF SMALL PEACH CROP.

A representative of Canadian Grocer spent some time during the past week in the Niagara Peninsula around Queenston looking into the fruit crop situation. With a grower of fruit he traversed an orchard containing some 500 peach trees and in the whole orchard only found one basket of ripe fruit. The grower estimated that the whole crop of peaches on the orchard would not amount to any more than half a dozen baskets. While of course there are some orchards better off than this, yet it gives an indication of what the trade is to expect this year on the whole. The crop farther west around Leamington is good and the earlier varieties—the St. Johns—are the ones now on the market.

We hear a great deal yet about the Crawford peach. There are some people who always insist on getting it, declining to take anything else. The word "Crawford" to-day, however does not mean anything when it comes to any particular peach. Time has brought about some changes in the significance of the word. It is a family name. Crawford peaches now include four varieties. They are the St. Johns, the Reeves Favorite, the Elberta, and the Chairs Choice. These are given in the order in which they come on the market.

It was thought that this year Canadian peaches would have been much higher in price on account of the almost complete failure of the crop, but the growers say they are not getting any more for them this season than last. They attribute the cause to the European war which, coupled with the high sugar market, is tending to less fruit selling.

The high wind of last Sunday played havoc with the pears in the Niagara Peninsula. In an orchard of 1,200 trees some four or five hundred baskets were estimated to have tumbled down. The fact that the pears are ripening rapidly and that there is no "give" to the pear stem as there is to the apple, facilitated the drop. However, these pears are quite saleable and will bring just about as good a price as if they had been picked by hand; but it means considerable work at a time when the grower was not prepared to give the attention to it. Also much unripened fruit fell throughout the Peninsula.



Parafine Lined

You are approached by a house that confines itself to oysters and the requisites for handling oysters, viz., paper pails and display cases.

The above is a cut of the Empire Paraffine Lined Container which will positively save you more than its cost and affords a service and efficiency that is impossible with any other paper pail on the market.

You appreciate that in the majority of cases, not only your clerk, but yourself, treat the ordinary pint or quart paper pail as a measure, not realizing that practically all of these pails hold considerably more than the pint or quart, with the result that your losses from this source far exceed your paper pail expense.

You would hesitate to measure a pint into the pail and send it to the housewife, as not being full; the natural deduction would be that she was short-measured. The Empire Container eliminates the loss and prevents dissatisfaction.

It will hold full measure, but no more.

Prices F.O.B. Factory, Sombra, Ont., are as follows:—

Half Pints	$12.00 Per M.
Pints	14.00 Per M.
Quarts	16.00 Per M.

The summer has been cold and backward, with the result that oysters are two weeks late. We will be shipping Sept. 1st, but do not expect that stock will be in as good shape as it was a year ago at that time. We have no hesitation in stating, however, that before the close of September, we will be shipping the best stock that has ever been shipped in this territory. The recent warm weather is producing very favorable results and oysters may come into their own earlier than we expect, but we deem it best to state that they probably will not come into their own until about Sept. 15th.

We solicit the favor of your orders and enquiries.

CONNECTICUT OYSTER COMPANY

"Canada's Exclusive Oyster House"

50 JARVIS STREET, **TORONTO, ONT.**

Ally With a Winner

This is your opportunity to ally with the winning brand of Macaroni, Vermicelli and Spaghetti. The price of

Hirondelle
(Swallow)

L'Etoile
(Star)

brands is not increased, but *The Demand Is,* so place your order early with your wholesaler. These lines are

MADE IN CANADA

The very best Manitoba hard wheat only is used.

You will win favor with your customers by giving them this high-grade, nutritious, economical food at this time.

C. H. CATELLI
LIMITED
Montreal

AGENTS:

Tees & Persse, Limited Winnipeg
C. C. Mann, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

COOK'S FRIEND BAKING POWDER.

In Cartons—	
No. 1 (25c size), 4 doz.	$ 2 25
No. 1 (25c size), 2 doz.	2 25
No. 2 (10c size), 6 doz.	0 80
No. 2 (10c size), 3 doz.	0 80
No. 3 (5c size), 4 doz.	0 45
In Tin Boxes—	
No. 13, 1-lb., 2 doz.	3 00
No. 14, 8-oz., 3 doz.	1 75
No. 15, 4-oz., 4 doz.	1 10
No. 16, 2½ lbs.	7 25
No. 17, 5 lbs.	14 00

ROYAL BAKING POWDER.

Sizes	Per doz.
Royal—Dime	$ 0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—when packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5c tin, 40c per doz.; 4-oz. tin, 65c per doz.; 6-oz. tin, 90c per doz.; 8-oz. tin, $1.20 per doz.; 12-oz. tin, $1.60 per doz.; 16-oz. tin, $2.25 per doz.; 3-lb. tin, $5 per doz.; 5-lb. tin, $9.50 per doz.

FOREST CITY BAKING POWDER.

6-oz. tins	$ 0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$ 0 17
In 10-lb. lots or case	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

100 books and over, each	0 03½
500 books to 1,000 books.	0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, $3.00.
The King's Food, 2 doz. in case, per case, $4.80.
White Swan Barley Crisps, per doz., $1.
White Swan Self-rising Buckwheat Flour, per doz, $1.
White Swan Self-rising Pancake Flour, per doz., $1.
White Swan Wheat Kernels, per doz., $1.50.
White Swan Flaked Rice, $1.
White Swan Flaked Peas, per doz., $1.

DOMINION CANNERS.

Aylmer Jams.	Per doz.
Strawberry, 1912 pack	$2 15
Raspberry, red heavy syrup	2 15
Black Currant	2 00
Red Currant	1 85
Peach, white, heavy syrup	1 50
Pear, Bart., heavy syrup	1 77½

Jellies.

Red Currant	2 00
Black Currant	2 20
Crabapple	1 65
Raspberry and red currant	2 00
Raspberry and gooseberry	2 00
Plum jam	1 55
Green Gage plum, stoneless	1 55
Gooseberry	1 85
Grape	1 55

Marmalade.

Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	2 00
Ginger	2 20

Pure Preserves—Bulk.

	5 lbs.	7 lbs.
Strawberry	0 69	0 95
Black currant	0 69	0 95
Raspberry	0 69	0 95

14's and 30's per lb.

Freight alowed up to 25c per 100 lbs.

Strawberry	0 69	0 95
Black currant		0 13
Raspberry		0 13

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb	0 35
Soluble, bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Briefly:

About the service we offer you, Mr. Manufacturer

We stock, sell and deliver your goods. A large staff of efficient salesmen are on the job daily from the Lake Front to the Pacific Coast. Our large warehouse accommodation at the seven largest centres ensure an unexcelled service. In direct shipments we look after car distribution.

Our service is BIG—Cost is reasonable for services rendered—

Better get in touch with us.

Nicholson & Bain

Wholesale Commission Merchants

WINNIPEG

Regina Saskatoon Calgary Edmonton Lethbridge Vancouver

A tip on the side, Mr. Grocer

Did it ever occur to you that you can make more money selling Malcolm's lines of Condensed Milk and Condensed Coffee than any other line on the market? Malcolm's lines of Milk and Coffee are making new and satisfied customers every day. For quality and deliciousness they are unsurpassed. Our Condensed Coffee, with milk and sugar added ready for use, is a seller from the start. No other brand can equal it for flavor.

PRICES:

St. George Brand Coffee, 2 doz. in case	**$4.80**
St. George Evaporated Milk, 4 doz. in case	**3.60**
Banner Condensed Milk, 4 doz. in case	**5.25**
Princess Condensed Milk, 4 doz. in case	**4.50**
Premier Machine Skimmed, 4 doz. in case	**3.80**

Order them from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax. We will prepay freight up to 50c. per 100 lbs.

Malcolm's Condensing Co.

St. George, Ontario

CAN-O-WAX

a household necessity

A pure refined paraffine wax, sweet and clean. A very profitable seller during the preserving season.

Can-O-Wax makes an absolutely air-tight seal for Jelly, Canned Fruits, Catsups, Sauces, etc., in jars, bottles or glasses. The long, round sticks insure convenience and economy.

For laundry use it is indispensable, makes clothes white (no bleaching), will not injure the finest fabric. Costs little, saves much.

Let us send you a sample tin. Sold through the wholesale trade.

CANADIAN OIL COMPANIES, Ltd.

Toronto, Ont.; Winnipeg, Man.; Montreal, Que.; St. John, N.B.; Halifax, N. S.; Regina, Sask.; Calgary, Alta.; Nelson, B.C.

Fretz Limited can make

IMMEDIATE DELIVERIES

Lake or Rail

of a full line of Canned Fruits and Vegetables under "Harvest" and "Fretz" Brands.

Full line of *Pure Jams* put up under "Harvest" Brand.

Full line of Blended Jams, Jellies and Catsups under "Rose" Brand.

Bakers' Special Jams and Jellies in 30-lb. pails.

Send your order to Amos B. Gordon Co., Toronto,

Or direct TO **FRETZ LIMITED** Hamilton, ONT.

Unsweetened Chocolate.

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90

Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb. boxes	0 20
Diamond, 6's and 7's, 6 and 12-lb. boxes.	0 25
Diamond, ¼'s, 6 and 12-lb. boxes	0 26

Icings for Cake—

Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½ lb. packages, 2 doz. in box, per doz.	0 90

Chocolate Confections	Per lb.
Maple buds, 5-lb. boxes	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 4 bars per box	0 95

EPP'S.

Agents—F. E. Robson & Co., Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ¼, ½, and 1-lb. tins, 14-lb. boxes, per lb.	0 35
10c tins, 3 doz. in box, doz.	0 90

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N. B.; J. A. Taylor, Montreal; P. Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Nut milk breakfast cocoa, ¼'s and ½'s	0 36
Nut milk, No. 1 chocolate,	0 30
Nut milk Navy chocolate, ½'s	0 26
Nut milk Vanilla sticks, per gr.	1 00
Nut milk Diamond chocolate, ½'s	0 24
Nut milk plain choice chocolate liquors	20 30
Nut milk sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1, chocolate, ¼ and ½-lb. cakes, 34c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins., 39c. lb.; German's sweet chocolate, ¼ and ¼-lb. cakes, 6-lb. boxes, 24c lb.; Caracas sweet chocolate, ½ and ¼-lb. cakes, 6-lb. boxes, 32c lb.; Cinquleme sweet chocolate, 1-5-lb. cakes, 6-lb. boxes, 21c lb., Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked cocoa, ½-lb. pkgs., 6-lb. bags, 31c lb. Caracas tablets, 5c cartons, 40 cartons to box, $1.25 per box; Caracas tablets, 5c cartons, 20 tons to box, 65c.

The above quotations are f. o.b. Montreal.

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved—	Per case.
Eagle Brand, each 4 doz.	$ 6 00
Reindeer Brand, each 4 doz.	6 00
Silver Cow Brand, each 4 doz.	5 40
Gold Seal Brand, each 4 doz.	5 25
Mayflower Brand, each 4 doz.	5 25
Purity Brand, each 4 doz.	5 25
Challenge Brand, each 4 doz.	4.50
Clover Brand, each 4 doz.	4 50

Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each, 4 doz.	4 50
Peerless Brand, tall, each 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each 2 doz.	4 25
St. Charles Brand, gallons, each ½ doz.	4 75
"Reindeer" Coffee and Milk, "large," each 2 doz.	4 80
"Reindeer" Coffee and, Milk, "small," each 4 doz.	5 50
"Regal" Coffee and Milk, each 2 doz.	4 50
"Reindeer" Cocoa and Milk, each 2 doz.	4 80

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN BLEND.

1-lb. decorated tins, lb.	0 35
Mo-Ja, ½-lb. tins, lb.	0 32
Mo-Ja, 1-lb. tins, lb.	0 30
Mo-Ja, 2-lb. tins, lb.	0 30

Presentation (with tumblers) 28c per lb.

MINTO BROS.

MELAGAMA BLEND.

Ground or bean—	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 38

Packed in 30's and 50-lb. case.
Terms—Net 30 days prepaid.

FLAVORING EXTRACTS.

SHIRRIFF'S.

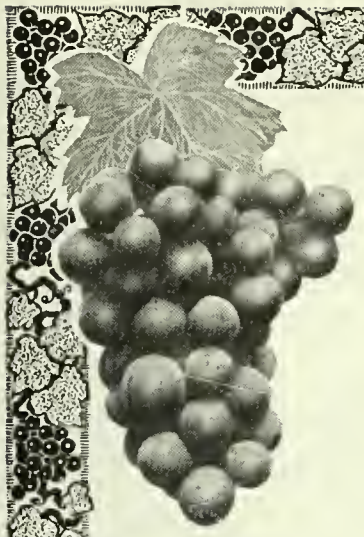
Quintessential.

1 oz. (all flavors), doz.	1 05
2 oz. (all flavors), doz.	2 00
2½ oz. (all flavors), doz.	2 30
4 oz. (all flavors), doz.	3 50
5 oz. (all flavors), doz.	4 50
8 oz. (all flavors), doz.	6 50
16 oz. (all flavors), doz.	12 00
32 oz. (all flavors), doz.	22 00

Discount on application.

CRESCENT MFG. CO.

Mapeleine—	Per doz.
2-oz. bottles (retail at 50c)	4 50
4-oz. bottles (retail at 90c)	6 80
8-oz. bottle (retail at $1.50)	12 50
16-oz. bottles (retail at $3)	24.00
Gal. bottles (retail at $30)	15 00

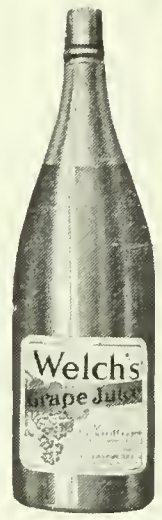


The New Welch Plant at St. Catharines, Ont., Is Rapidly Being Erected

October will see our new plant at St. Catharines finished, with its powerful presses, bottling machinery and storage cellars in readiness to handle the choicest of the Concord grapes grown in that splendid fruit section. This has become necessary through the rapidly increasing demand in the Dominion for

Welch's

Grape Juice



The dealer who is unfamiliar with the profit-making and the trade-creating possibilities of Welch's should write us now for full information.

The unfailing purity, uniform high quality, delicious flavor and rich aroma of Welch's are secured by the exact Welch process of selecting only the choicest Concords, pressing, sterilizing and hermetically sealing their juice at the time of their highest perfection.

Write us for our dealer's helps, store advertising material, etc.

The Welch Grape Juice Company

WESTFIELD, N.Y.

R. H. C.

Rideau Hall Coffee is most highly commended, it's the coffee customers like. Being put up in sanitary tins it is easy to display and sell —all the deliciousness of the freshly roasted coffee bean is fully retained. Your customers will enjoy this quality coffee—there's overflow value in every cup.

Your wholesaler will supply you.

GORMAN, ECKERT & CO., Ltd.
LONDON **ONTARIO**

Western Selling Agents
MASON & HICKEY WINNIPEG

BOLOGNA

All meats are high-priced and must be so as long as present conditions prevail. There is one line, however, that has not advanced in price and furnishes a good food at a reasonable price. Bolognas are made out of good, fresh beef trimmings and are very cheap in comparison with other foods. If you have not sold them, try them now.

MADE UNDER GOVERNMENT INSPECTION

F. W. Fearman Co., Ltd.

HAMILTON, ONT.

Quality and Quantity
Will Always Win

That's why our new piece

NIGHT STICKS

is selling so well.

A big cent's worth of delicious quality Flexible Licorice.

Order from your Wholesale Confectioner.

Manufactured by

National Licorice Company
Montreal

Visitors to the Exhibition
are invited to call and see us

The Fruit Market is being well supplied with Foreign and Domestic Fruits. The assortment is large and prices in accordance with the times.

OYSTERS

The season opens with us to-day. Start with us this season and get the best.

WHITE & CO., Ltd., Toronto
Wholesale Fruit, Fish and Oysters

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tuhs, 60 lhs.	0 10½
Pails, 20 lhs.	0 10¾
Tins, 20 lhs.	0 10¼
Cases, 3 lbs., 20 to case..	0 11¼
Cases, 5 lbs., 12 to case ..	0 11½
Cases, 10 lhs., 6 to case ..	0 11

F. O. B. Montreal.

MARMALADE.

SHIRRIFF BRAND.
"SHREDDED.' '

1 lb. glass (2 doz. case)	$1 90	$1 80
2 lb. glass (1 doz. case)	3 20	3 30
4 lb. tin (1 doz. case) .	5 50	5 25
7 lb. tln (½ doz. case)	8 60	8 25

"IMPERIAL SCOTCH."

1 lh. glass (2 doz. case)	$1 60	$1 55
2lh. glass (1 doz. case)	2 80	2 70
4 lh. tin (1 doz. case)	4 80	4 65
7 lb. tin (½ doz. case)	7 75	7 50

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tlns.
D. S. F., ¼-lb.	$1 40
D. S. F., ½-lh.	2 50
D. S. F., 1-lb.	5 00
F. D., ¼-lb.	0 85
F. D., ½-lb.	1 45
	Per jar.
Durham, 4-lh. jar	0 75
Durham, 1-lb. jar	0 25

VERMICELLI AND MACARONI

C. H. CATELLI CO., LIMITED.

Hirondelle Brand.
Prices for Quehec.

	1 lb. pkgs.	Loose.
Vermicelli, Macaroni, Spaghettl, Macaroni (short cut), Animals, Stars, Alphabets, Small Paste Assorted, 30 lbs., cases....	7	6½
Egg noodles, case 10 lhs., loose; cases 60 pkgs., ½ lh. each	7½	7

Marguerite Brand.

Same assortment as ahove	6½	6

Catelli Brand.

Vermicelli, Macaroni, Spaghetti, 30 lbs. (loose)	5½
30 lh. cases, 1 lh. pkgs.	5½

Terms, Net 30 days.

Ontario.

L' ETOILE (STAR) BRAND.

Freight Prepaid.

1 lh. pkg., 25 cases or more	.07½
1 lb. pkg., less than 25 case lots	07½
5 lh. box, loose, per lb...	.05½
10 lh. hox, loose, per lh. ..	.05½
21 lh., loose, long, per box	1.50

Terms net 30 days.

JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz 1 80

Straight.

Lemon, contains 2 doz. ...	1 80
Orange contains 2 doz.	1 80
Strawberry, contains 2 doz.	1 80
Chocolate, contains 2 doz. .	1 50
Cherry, contains 2 doz. ..	1 80
Peach. contains 2 doz. ...	1 80

Weight, 8 lbs. to case, Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz 2 50

Straight.

Chocolate contains 2 doz..	2 50
Vanilla contains 2 doz.	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz. ...	2 50
Unflavored contains 2 doz..	2 50

Weight 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.

3 dozen to box	3 60
6 dozen to box	7 20

30 days.

RICHARDS' PURE SOAP.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naphtha as a free premium.

Richards' Quick Naptha Soap.

GENUINE. Packed 100 bars to case.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases	65 90
Five cases or more	4 95

STARCH.

THE CANADA STARCH CO., LTD., EDWARSBURG BRANDS and BRANTFORD BRANDS.

Boxes.	Cents.
Laundry Starches—	
40 lbs., Canada Laundry...	.06¼
40 lhs., Boxes Canada white gloss, 1 lb. pkgs.....	.06¾
48 lhs., No. 1 whlte or blue, 4 lb. cartons	.07¼
48 lhs., No. 1 white or blue, 3 lb. cartons	.07¼
100 lbs., kegs, No. 1 white	.06¾
200 lbs., bbls., No. 1 white	.06¾
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs	.07¾
48 lbs. silver gloss, in 6-lb. tin canisters	.08¼
36 lbs., silver gloss 6-lb. draw lid boxes	.08¾
100 lhs., kegs, silver gloss, large crystals	.07¼
28 lbs., Benson's Satin, 1-lb. cartons, chrome label ...	.07½
40 lbs., Benson's Enamel (cold water), per case ..	3 00
20 lhs. Benson's Enamel (cold water), per case ..	1 50
Celluloid—boxes containing 45 cartons, per case	3 60

Culinary Starch.

40 lbs. W. T. Benson & Co.'s prepared corn	.07¾
40 lhs. Canada pure corn starch	.06½
(120-lh. hoxes ¼c higher.)	
Casco Potato Flour, 20-lb. boxes, per lb.	.10

BRANTFORD STARCH.

Ontario and Quehec.

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.	.60
Acme Gloss Starch—	
1-lh. cartons, hoxes of 40 lhs.....	.06½
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lhs.	.07
Barrels, 200 lbs.	.06½
Kegs, 100 lhs.	.06½
Lily White Gloss—	
1-lh. fancy cartons, cases 30 lhs.	.07½
8 ln case	.07¾
6-lh. toy trunks, lock and key, 6-lh. toy drum, with drumsticks, 8 in case ..	.08
Kegs, extra large crystals, 100 lhs.	.07
Canadian Electric Starch—	
Boxes containing 40 fancy pkgs., per case	3 00
Celluloid Starch—	
Boxes containing 45 cartons, per case	3 60
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.06
Brantford Prepared Corn—	
1-lh. pkts., boxes of 40 lbs.	.07½
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	.07½
(20-lh. boxes ¼c higher than 40's.)	

EXHIBITION TIME IS HERE

We will show the ACTUAL CONSUMER the many advantages of

"NUGGET"

WATERPROOF SHOE POLISH

AT

TORONTO, AUG. 29th-SEPT. 12th

QUEBEC
Aug. 31st-Sept. 5th

ST. JOHN
Sept. 5th-12th

SHERBROOKE
Sept. 5th-12th

LONDON
Sept. 11th-19th

OTTAWA, SEPT. 11th-19th

Your customers are going to see our demonstration and they are going to think of "NUGGET" every time they think of SHOE POLISH. See that you have a stock on hand to supply their demands.

CALL AND SEE US IF YOU ARE VISITING ANY OF THESE EXHIBITIONS.
WE SHALL BE GLAD TO MEET YOU.

The Nugget Polish Co Limited

9, 11 and 13 Davenport Road, TORONTO, ONT.

Fish—the most wholesome summer food

Why not supply your customers with the high quality Brunswick Brand Sea Foods? They are the select of the fishermen's catch and are prepared in the most modern factories on the Atlantic coast.

Our aim has always been to co-operate with the wholesale and retail grocers and to give the consumer a good article at a fair price.

Look over your stock, Mr. Grocer, and see what "Brunswick" lines you are short. Here is a list of our leaders:

¼ Oil Sardines,

¾ Mustard Sardines,

Kippered Herring,

Herring in Tomato Sauce,

Finnan Haddies
(Oval and round tins)

Clams,

Scallops.

Connors Bros., Limited

Black's Harbor, N.B.

OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack., 4 doz. per case, $4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, $3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, $3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case; $4; Ocean Borax, 8 oz. pack., 4 doz. per case, $1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, $3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, $3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, $6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, $6.50; Ocean Baking Powder, 4 oz. pack., 4 doz. per case, $3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, $1.60; Ocean Baking Powder, 5 lbs. tin, 10 tins per case, $7.50; Chinese Washing Powder, 8 oz., 120 pack, per case, $4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, $6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, $4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, $4; Ocean Liquid Blue, pint bottles, 2 doz. per case, $1.80; Petrolatum, 2 oz. jars, 12 doz. per case, $5.40; Petrolatum, 5 oz. jars, 6 doz. per case, $5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz. per case, $7.20.

SOUPS—CONCENTRATED

CHATEAU BRAND.

Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli, Consomme, Tomato.

No. 1's, 95c per dozen.
Individuals, 45c per dozen.
Packed 4 dozen in a case.

COW BRAND BAKING SODA.

In boxes only.

Packed as follows:

5c packages (96)	$3 20
1 lb. packages (60)	3 20
½ lb. packages (120)	3 40
1 lb. 30 / ½ lb. 60 } Packages, Mixed.	3.30

SYRUP.

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case	2 65
5-lb. tins, 1 doz. in case	3 00
10-lb. tins, ½ doz. in case	2 90
20-lb. tins, ¼ doz. in case	2 85
Barrels, 700 lbs.	3¾
Half barrels, 350 lbs.	4
Quarter barrels, 175 lbs.	4¼
Pails, 38½ lbs.	1 95
Pails, 25 lbs. each	1 40

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case	3 00
5-lb. tins, 1 doz. in case	3 35
10-lb. tins, ½-doz. in case	3 25
20-lb. tins, ¼ doz. in case	3 20

(5, 10 and 20-lb. tins have wire handles.)

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case . 4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s, Tins, 2 doz. to case.

Quebec, per case	$1 35
Ontario, per case	1 50
Manitoba, per case	2 30
Saskatchewan, per case	2 60
Alberta, per case	2 70
Britisb Columbia, per case.	2 40

DOMOLCO BRAND.

2s, Tins, 2 doz. to case.

Quebec and Ontario, per case	2 95
Manitoba, per case	3 40
Saskatchewan, per case	3 65
Alberta, per case	3 75
British Columbia, per case.	3 55

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles 3 and 6 doz. cases, doz.	0 90
Pint bottles, 3 doz., cases, doz.	1 75

H. P.

	Per doz.
H. P. Sauce—	
Cases of 3 dozen	1 90
H P. Pickles—	
Cases of 2 doz. pints	3 25
Cases of 3 doz. ¼-pints.	2 20

STOVE POLISH.

JAMES DOME BLACK LEAD.

2a size, gross	2 50
6a size, gross	2 40

NUGGET POLISHES.

	Doz.
Polish, Black and Tan	0 35
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleanser	1 15

TEAS.

THE SALADA TEA CO.

East of Winnipeg.

	Wholesale.	R't'l.
Brown Label, 1s and ½s	.29	.35
Blue Label, 1s, ½s, ¼s, and ⅛s	.35	.45
Red Label, 1s aud ½s	.41	.55
Gold Label, ½s	.49	.65
Red-Gold Label, ½s	.55	.75

LUDELLA.

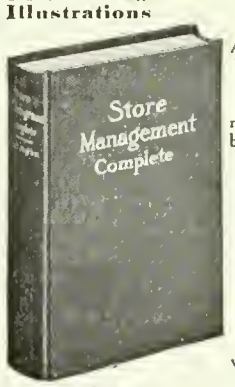
In 30, 60 and 80-lb. cases.

Black, Green or Mixed.

Blue Label ½s	0 21
Blue Label, 1s	0 20
Orange Label, 1s	0 23
Orange Label, ½s	0 24
Brown Label 1s and ½s	0 23
Brown Label, ¼s	0 30
Green Label 1s and ½s	0 35
Red Label. ½s	0 40

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON
A Companion book to **Retail Advertising Complete**

$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—The Store Policy—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.
TORONTO

UPTON'S KETCHUP

is steadily making friends for itself.

A friend made is always retained—because it is absolutely the best value on the market.

Write us for prices or ask your jobber.

THE T. UPTON CO. Limited

Factory at Hamilton,

Sales Dept. at St. Catharines.

FRUIT

No Increase in Prices

Does this not suggest something to you in these days when prices on so many staple lines are advancing? Your sales should increase daily, especially if you handle THE BEST QUALITY.

Everything in Fruit

HUGH WALKER & SON

Established 1861

GUELPH and NORTH BAY

MOTT'S "Elite" Chocolate

is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—**MOTT'S.**

Retails at 10 Cents per Cake.

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

Hot Weather Special

on

Brooms

only while they last.

4 String,	No. 100,	$3.00	line at	$2.40
4 "	" 200,	$3.20	"	$2.60
4 "	" 300,	$3.60	"	$3.00

Regular goods.

Walter Woods & Co.
Hamilton

Remember it's up to you

to handle goods that your customers will be satisfied with, or there's kicks—because if they are dissatisfied with anything bought at your store, you'll have to do the answering, and it's not a pleasant job at that. If you want to please your customers, ensure satisfaction, and prevent eruptions, you should sell them

Rowat's

Superior

Pickles

They are "satisfaction producers" and always make friends fast—after that fast friends.

ROWAT & CO.

Glasgow - Scotland

CANADIAN DISTRIBUTORS

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba, and the North-west; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

ORANGE MARMALADE.

"BANNER BRAND" PURE FRUIT PRODUCTS.

JAMS AND JELLIES.

2's	$2 25
4's	0 35
5's	0 42
7's	0 60
30's, wood	0 08
12-oz. glass jar	1 20
Tumbler, glass	1 15

MARMALADE.

2's, per doz.	$2 30
4's, per pail	0 40
5's, per pail	0 45
7's, per pail	0 65
30's, wood, lb.	0 08¾
12-oz. glass jar, doz.	1 20
Tumbler, glass, doz.	1 15

Prices subject to change without notice.

MELAGAMA AND MINTO TEA.

MINTO BROS., LIMITED.
45 Front St. East.
We pack in 60 and 100-lb. cases.
All delivered prices.

	Wholesale	Retail
Green Label, 1s, ½ or ¼	.30	.40
Blue Label, 1s, ½ or ¼	.35	.50
Yellow Label, 1s, ½ or ¼	.40	.60
Purple Label, ¼ only	.55	.80
Gold Label, ¼ only	.70	1.00

JELLY POWDERS.

WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. ..... $ 0.90
List Price.

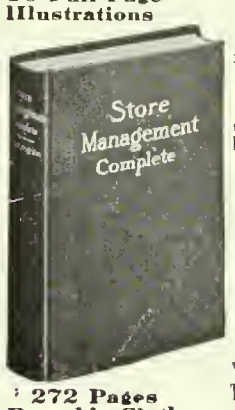
"Shirriff's" (all flavors), per doz. 0 90
Discounts on application.

YEAST.

White Swan Yeast Cakes, per case 3 doz. 5c pkgs.. 1 15

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



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ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.
TORONTO

Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Company

LIMITED

NIAGARA FALLS, ONTARIO

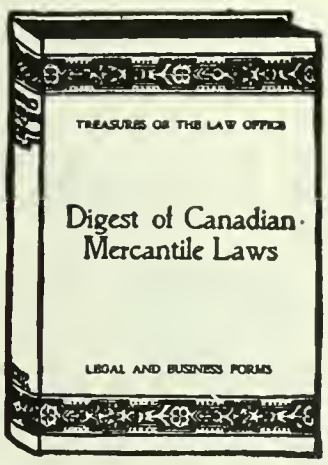
LAW

No one can afford to be ignorant of the laws governing business.

Few, however, have the time to read the many and complicated volumes of the country's laws and statutes, and for the benefit of the hustling business men a concise and understandable book has been prepared. It gives all the necessary laws and information regarding merchandising, the renting of a store or house, mortgages, buying property, collecting debts, etc. This book, the

Digest of Canadian Mercantile Laws

is a ready reference, a valuable guide in daily business, and is saving many dollars.



No work published in Canada equals it for business men

A veritable consulting library on this one line so universally needed.
Based on Dominion and Provincial Statutes and Court Decisions.
Indorsed by barristers, sheriffs, magistrates and conveyancers.
Recommended by the Ontario Institute of Chartered Accountants.
Used by more accountants, bankers and business firms than any other work on the subject. Forwarded direct, post free, on receipt of price.
Keep the book ten days, and if it is not satisfactory, return it and get your money back. If remitting by cheque, make **same payable at par,** Toronto.

Eastern Edition - Price, $2.00

Special Western Edition, $2.50

To meet the needs of subscribers in New Ontario and the Western Provinces, where land is under The Land Titles System of Registration, an Appendix of 16 pages, containing a synopsis of the Land Titles Acts, has been added to our regular edition, thus constituting a special "Western Edition." Price $2.50.

The MacLean Publishing Co.
Limited
Montreal Toronto Winnipeg Vancouver
BOOK DEPARTMENT
143-153 University Ave., Toronto, Ont.

The firms who advertise are the firms who invite your patronage, and are most deserving of it. A product that is persistently advertised to the critical dealer is a product that can be relied upon to give the satisfaction desired, for the maker behind that product must have confidence that it will earn your approval; otherwise, he would not dream of holding it up for your and your customer's criticism.

THE "WANT AD."

The "want ad." has grown from a little used force in business life into one of the great necessities of the present day.

Business men nowadays turn to the "want ad." as a matter of course for a hundred small services.

The "want ad." gets work for workers and workers for work.

It gets clerks for employers and finds employers for clerks. It brings together buyer and seller, and enables them to do business though they may be thousands of miles apart.

The "want ad." is the great force in the small affairs and incidents of daily life.

"Aurora"

The Valencia Oranges that cost no more than other high-grade brands but are

Better.

Ask your jobber

J. J. McCabe
AGENT
TORONTO, ONT.

Early Vegetables

Tomtoes, Celery, Lettuce, Radishes, Etc.

Fresh shipments arriving daily. Our prices are exceptional—let us quote. Prompt shipment assured.

Write, phone or wire.

LEMON BROS.
Owen Sound, Ontario

Buyers' Guide

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

You Want This

Taylor's Prepared Mustard

IN JARS

Over 100 years of success. A great deal different and a great deal better. Royalty has used it.

Agents Wanted

H. P. Taylor, 14 Place Royale, Montreal

COMTE'S

Satisfaction and profits with every sale. We want more agents. Write

Augustin Comte & Co.,
Limited, P. O. Box 2963, MONTREAL

COFFEES

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal

WRITE TO
10 Garfield Chambers, Belfast, Ireland,
for Sample Copy of the

Irish Grocer, Drug, Provision and General Trades' Journal

If you are interested in Irish trade.

GRATTAN & CO., LIMITED
ESTD. 1825
The Original Makers of

BELFAST GINGER ALE

Agents in Western Canada
EMERSON, BAMFORD CO.
842 Cambie Street VANCOUVER, B.C.

COMBINÉ BARRAL

Preparation for preserving freshness of eggs. A very simple process for preserving eggs from one laying season to another without losing any of their qualities.

REFERENCE AND CIRCULAR FREE.

Octavier Rolland, P.O. Box 2363, Montreal

Raw Materials and Equipment

Some of the largest bakers in America are placing the buying of their materials and equipment in our hands. They know that they get better value through us.

The Biscuit & Cracker Mfrs. Co.
105 Hudson St. New York City

HOLLAND RUSK

The common verdict of your customers after they have tried it: "There's only one thing just as good—More." Order a case from your jobber to-day.

HOLLAND RUSK COMPANY
HOLLAND, MICH.

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper

---

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE, $2.00.

ALL ORDERS PAYABLE IN ADVANCE

MacLean Publishing Co.
143-153 University Ave., Toronto

20th Century Retailing DEMANDS the use of

ALLISON COUPON BOOKS

You can't get away from credit business without driving away trade. And if you don't use **Allison Coupon Books** you are bound to lose some money on credit accounts. Allison Coupon Books make credit business "good as gold."

HERE'S HOW THEY WORK:

When a man wants credit give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No passbooks, no charging, no time wasted, no errors, no disputes.

For Sale Everywhere by Jobbers.

ALLISON COUPON COMPANY
Indianapolis, Indiana, U.S.A.

KEEP POSTED ON SUGAR

Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write

SMITH & SCHIPPER CO., 138 Front Street, New York

Talk across Canada for two cents a word

WHAT DO YOU WANT TO BUY OR SELL?

A Show Case, Cheese Cutter, Coffee Mill, a Meat Slicer, a Business? Whatever your wants may be, always use this page. It is only through Canadian Grocer's Condensed Ad. Page that the fullest publicity can be given, because "Canadian Grocer" goes into the hands and is read from cover to cover by every progressive Grocer from the Atlantic to the Pacific.

Try it out.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word for first insertion, 1c for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot he acknowledged.

Where replies come to our care to he forwarded, five cents must he added to cost to cover postage, etc.

COLLECTIONS

COLLECTIONS.—ACCOUNTS AND CLAIMS of every nature collected everywhere. Send for free booklet C and forms. Commercial Collection Co., 77 Victoria St., Toronto, Ont.

MISCELLANEOUS

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queenshoro, Ont., solicits your orders.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 134, Stair Building, Toronto.

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

FIRE INSURANCE. INSURE IN THE Hartford. Agencies everywhere in Canada.

THE NATIONAL CASH REGISTER COMpany guarantee to sell a hetter register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto. Arthur. Ont.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

ACCURATE COST-KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination — employees' time register and cost keeper. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

WANTED

WANTED — 240 AND 1200 PLATFORM scales, cheese cutter, coffee mill, oval front six-feet show case for candies. Box 56, Canadian Grocer, Toronto.

WANTED—MANAGER OF STORE. MARried man between twenty-five and forty, thoroughly experienced in the grocery trade, of good address, and competent to handle all departments. Salary and share of profits to the right man. State fully experience, references and salary expected. Box 68, Canadian Grocer, Toronto. (4-9-14)

WANTED—A RELIABLE, AMBITIOUS MAN in every town, to look after the circulation of magazines. Work very remunerative. MacLean Publishing Company, 143-151 University Ave., Toronto, Ont. t.f.

ENERGETIC SALESMAN, AGE ABOUT 40, wanted. Must have grocery connection hetween Montreal and Quebec. White Swan Spices & Cereals, Pearl St., Toronto, Ont. tf

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

WANTED—A POSITION IN GROCERY AS clerk or manager. Am now manager of Grocery Dept. of Best Grocery Store in the Boundary. Address, C. J. Allen, Greenwood, B.C., Can.

GROCERY STORE FOR SALE — EXCELlent proposition. Stock and fixtures about $3,500. Turnover $13,000 to $14,000 yearly. Will sell property with business or rent. Illness reason of selling. Good buy for quick sale. Box 59, Canadian Grocer, Toronto.

WANTED—POSITION AS CLERK IN GROcery store or warehouse. Possess good references. R. Sloggett, Hosmer, B.C. 0

FOR SALE

FOR SALE—ONE COFFEE MILL, MEAT slicer, Stimpson computing scale, cheese cutter, all in first-class condition. A snap. Apply Box 389, North Battleford, Sask.

GENERAL STORE AND MEAT MARKET—phone central, in connection. On Calgary and McLeod branch C.P.R. Stock $5,500.00, turnover $1,500.00 per month. Living rooms above store. Reply to Box 57, Canadian Grocer Toronto.

FOR SALE—AN ADVERTISEMENT UNDER this heading would be seen by practically every progressive grocer in the Dominion. This means that it will be read by the very man who is in need of such a coffee mill, cash register, cheese cutter, showcase, etc., that may be standing idle in your store, and which could be turned into money by an outlay of just two cents a word. See our rates above and send your ad. along to-day.

AGENCIES WANTED

MONTREAL JOBBING FIRM SEEK agency for Canadian independent canners. Good references. Box 60, Canadian Grocer, Toronto. 119

BUSINESS CHANCES

OPENING FOR GENERAL STORE AT Hubert, B.C., new town on main line Grand Trunk Pacific transcontinental railroad. Hubert is the trade center of the fertile Bulkley Valley, also supply point for great mining district. Train service has started, station and side tracts built, post office established, and Government bridge over Bulkley River, connecting highways, completed. Trade is waiting for right man to establish general store. For detailed information write R. L. Gale, Deputy Mining Recorder, Hubert, B.C.

FOR SALE—ONE OF BEST RETAIL GROcery businesses in West. Turnover $160,000.00 per year. Stock $6,500.00, and all fresh. Fixtures and working stock $3,500.00. Turn stock every two weeks. $5,000 cash will handle. Address replies to G. B. M., Box 1073, Calgary. (814)

Are You Interested?

In Buying a Business,
In Selling a Business,
In Engaging a Clerk,
In Securing a Position,
In Securing a Partner,
In Disposing of Second-hand Fixtures,

Then you should use
Canadian Grocer's Classified Ad. Columns.

It should find for you among the progressive Grocers of Canada at least one individual who is on the lookout for just such a proposition that you have to offer.

CANADIAN GROCER reaches the retailer, the wholesaler, the manufacturer, the clerk and the traveller, just the men to whom you wish to sell or from whom you would buy.

No Other Paper Reaches
All These Men.

RATES:

(payable in advance)

2c per word, first insertion.

1c per word, subsequent insertions.

5c extra per insertion when replies are to be addressed c|o Canadian Grocer.

Canadian Grocer

143-153 University Ave., Toronto

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is King in the woodenware world

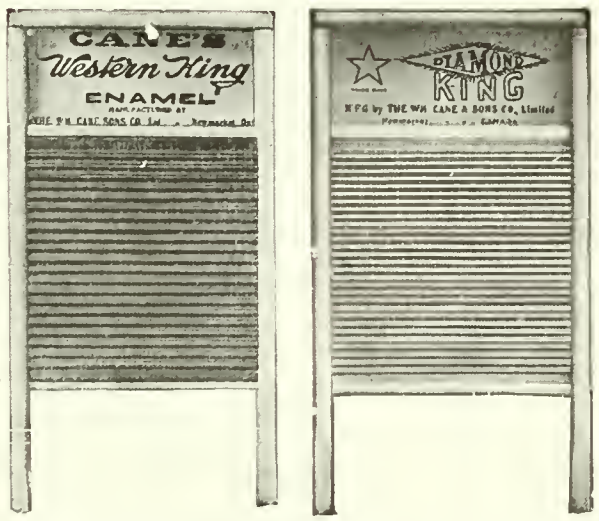
Cane washboards, Diamond King, Western King, Globe, Beaver, etc., as well as other Cane lines of woodenware, are in the quality Kingdom. They are made of carefully selected materials, and the workmanship is of the very highest order. The customer always gets full satisfaction—and you realize a good profit.

Always keep a good supply of **Cane's** on hand. The quality keeps them selling.

Order from your Jobber.

The Wm. Cane & Sons Co.
Limited

Newmarket, Ont.



From Mother to Daughter

Shirriff's True Vanilla has been adding to its list of friends for thirty years.

Once used the housewife asks for it again—mothers recommend it to their daughters.

Shirriff's
True Vanilla

is fifty per cent. stronger than the Government standard. It is made from the finest Mexican Vanilla beans. Our process brings out the exquisite flavor and bouquet.

It is good business to handle Shirriff's. It is a line that everybody asks for, and it gives a good profit. If you are not already able to supply your customers, write us for full information.

Imperial Extract Co.

Steiner and Matilda Streets

Toronto

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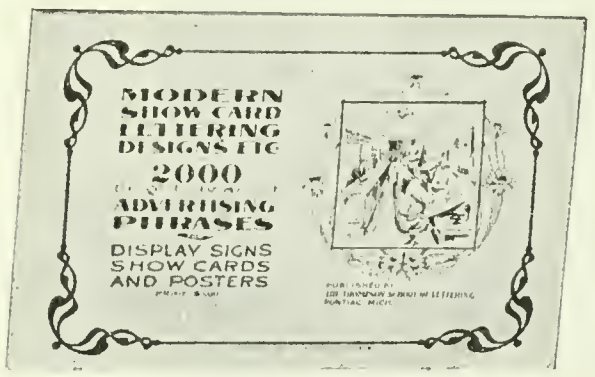
INCREASE YOUR TRADE

BY

Modern Show Card Lettering, Designing, Etc.



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WITH THIRTY-TWO ADDITIONAL PAGES TO THAT OF FORMER EDITIONS

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Page size of book 6x9 in., 144 pages

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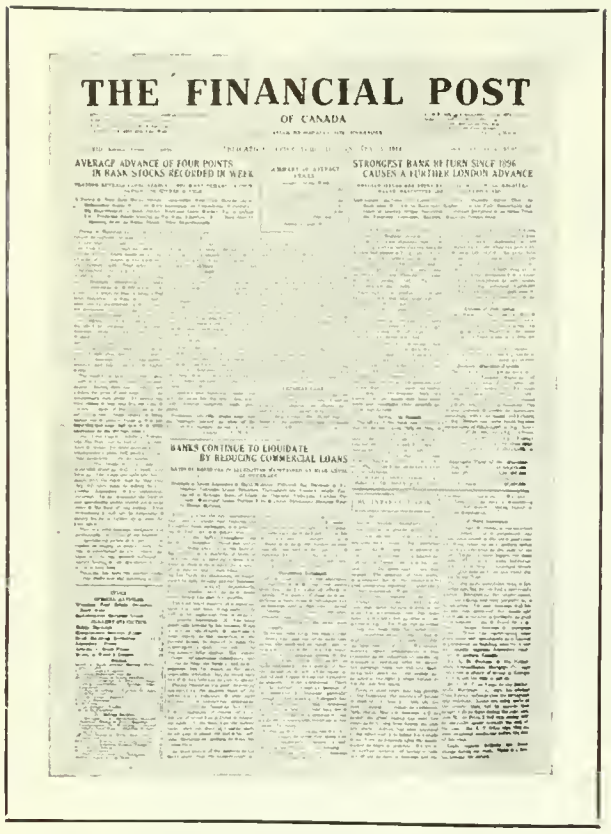

THE FINANCIAL POST
OF CANADA

AVERAGE ADVANCE OF FOUR POINTS IN BANK STOCKS RECORDED IN WEEK

STRONGEST BANK RETURN SINCE 1896 CAUSES A FURTHER LONDON ADVANCE

BANKS CONTINUE TO LIQUIDATE BY REDUCING COMMERCIAL LOANS

The effect of the

Great Conflict

upon business and investment values has been far-reaching.

The daily sensational rumors from unauthoritative sources should not guide the proficient manufacturer or business man.

It is not sufficient merely to have "news"—

YOU MUST HAVE FACTS

The Canadian Business Man

has never been in greater need of accurate knowledge of actual conditions—and of the best possible business and financial counsel! The Financial Post through its unexcelled sources of information, and its exact analyses and forecasts, coupled with its by-mail Information Bureau which deals with financial or business problems, furnishes a service of unsurpassed value.

LET

The Financial Post

of Canada

serve you at least during the next four months

Sign the attached Coupon and return →

to us with one dollar for four months, or if more convenient pay on receipt of bill.

Date 1914

To:

THE FINANCIAL POST
143-153 University Ave., Toronto

Dear Sirs:

Please enter my/our subscription to The Financial Post at the rate of one dollar for four months.

Name.....

Street or
Box No.....

City.....

Annual Subscription $3.00 the year

C.G. III

With the "long distance" eye

and

T&B Myrtle Cut

the tobacco of the old "water dog" and the "land lubber" —the tobacco that pleases the connoisseur in every walk of life, you are practically assuring the success of your tobacco department.

Look at the tobacco department proposition not only from the present viewpoint, but from the future. Tobacco is widely used, and some one is selling it. Is it you? Your trade uses it, so why not fill their orders?

Get Tuckett's Myrtle Cut from your wholesaler.

Tuckett Limited

HAMILTON, ONT.

Modern Delivery

The MotoKart is the last word in the up-to-date City Transportation of light-weight merchandise. It will increase the yearly profits of every merchant with moderate size and weight goods to deliver. Let us show you how The MotoKart can be adapted to your needs. If you do not know our local agent, write us direct. Your competitors are, or will be, availing themselves of this new means of rapid, economical delivery. Why not be the first in your line and vicinity, letting your trade see that you are up-to-date, progressive, wide-awake and earnest in your desire to eater to them and give them the best possible service—MotoKart delivery?

Capacity, exclusive of driver, 500 lbs.

PRICE, Open or Closed Body, $365.00

The MotoKart Company

Factories:—Peekskill and Tarrytown, N.Y.
General Offices:—1790 Broadway, New York City.
Address all correspondence to New York Office.

The Run on Flour

OUR suggestion to our retail friends—if we are permitted to offer it—is to discourage to the best of their ability the run on foodstuffs that is now prevalent, due to the war scare, and earnestly to explain to purchasers that this irrational hoarding of foodstuffs is to the detriment of both buyer and seller.

The retailer will inevitably find in the sequel that the average consumption of flour is in no wise increased, and the present disturbance will only inflate present demand on a limited supply. Assuredly this will result in a depressing reaction at the ordinary buying season.

On the other side of the counter, besides forcing up the price-level to his own disadvantage, the private consumer will hardly find himself in a position to afford the proper storage and keeping facilities that good flour requires to produce good bread and pastry.

Where the householder is already stocked or insists upon unusual deliveries, lest he should experience a deterioration in quality and the retailer the consequent loss in prestige, we would ask our friends to refer their customers to Page 50 of the FIVE ROSES COOK BOOK, wherein well-tested suggestions are featured on "How to Keep Flour."

This book is mailed FREE to any retailer. To the consumer it is forwarded on request on receipt of 10 cents in stamps to cover postage.

LAKE OF THE WOODS MILLING CO., LIMITED.

Montreal, August 22nd, 1914.

FEATURING OPENING PRICES ON NEW CANNED GOODS

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVIII PUBLICATION OFFICE: TORONTO, SEPTEMBER 4, 1914 No. 36

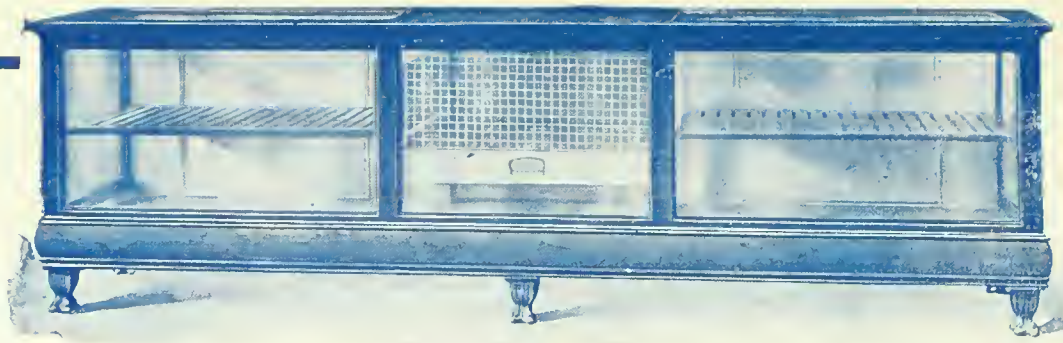
'most
everybody
in Canada uses

WINDSOR
SALT

Every dealer in
Canada finds it his
best Salt Seller.

Canadian Salt Co.
LIMITED
Windsor, Ont.

LOOKS COLD



IS COLD

The scientific and practical display case

ARCTIC

Prevents loss from spoiled goods

What could be more attractive to the weary, heat-tired patron than a case full of dainty produce, fresh ripe fruits or cooked meats, kept fresh and clean by a circulation of dry cold air from a centre cage filled with blocks of clear-as-crystal ice? How cool and inviting the Arctic display always looks and a regular sales producer of more than ordinary merit! Case No. 984 shown above is made in 6 and 8 feet lengths, is perfectly made, strong and handsome.

Send for fuller particulars.

Catalog on request.

AGENTS:
Western Ontario: J. H. Galloway & Co., Hamilton,

John Hillock & Co., Limited
TORONTO

AGENTS:
Saskatoon: Western Butchers' Supply Co., Regina, Sask.
Montreal: W. S. Silcock, 33 St. Nicholas Street.

Every Woman Who Puts Up Preserves, Knows

Redpath

EXTRA GRANULATED **SUGAR**

SHE knows that her Jellies will be clear and of just the right consistency—that her Jams and Marmalades will turn out right—that her Peaches, Pears and Plums will keep perfectly—when she uses "REDPATH EXTRA GRANULATED" for preserving. It pays the Grocer—and pays well—to fill all orders for sugar with "REDPATH," whether or not the customer asks for it.

The original packages mean greater satisfaction to your customers, and more profit to you, because there is no loss through over-weight—and no replacements because of paper bags broken in delivery.

And they enable you to give your customers *Canada's finest sugar at its best.*

CANADA SUGAR REFINING CO.
MONTREAL LIMITED

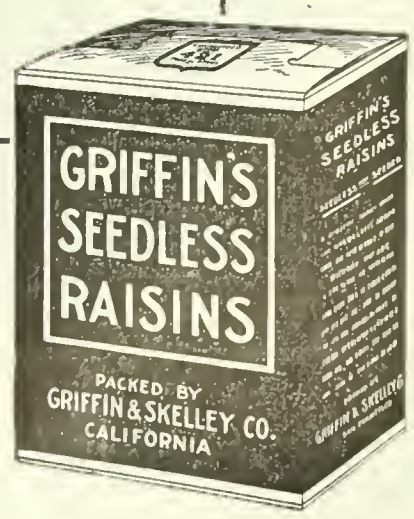
Embargoes do not interfere with Griffin & Skelley shipments of Dried Fruits —they are the quality leaders of the American Continent

For profit and customer-satisfaction dealers find the **Griffin & Skelley** Dried and Canned Fruits the most desirable line to handle. **G. & S.** quality is unsurpassed even by any foreign imported. **Griffin's Seedless** (not seeded) **Raisins** have been continental leaders for years. Ask your wholesaler for prices on **Griffin & Skelley** Fruit products before placing your Fall order.

Arthur P. Tippet & Co.

Agents

MONTREAL



"Ladies' Delight" Coffee
Cup Quality First

When selecting Coffees for use in Ladies' Delight we were determined to have the best drinking coffee possible. It took us a long time to get the right blend, but we have the satisfaction of knowing that the "CUP QUALITY" of Ladies' Delight stands supreme.

Try it at home and be convinced.

Put up in air-tight, germ-proof ½-lb., 1-lb., 10-lb., 25-lb., also 60-lb. caddies.

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of Hamilton *and* Winnipeg

E. S. & A. ROBINSON, LTD. BRISTOL, ENG.

EXPORT MANUFACTURING STATIONERS,
COLOR PRINTERS—COLLAPSIBLE CARD-BOARD BOX MAKERS.

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ENVELOPES OF EVERY DESCRIPTION.
EVERYTHING IN PAPER AND PRINTING FOR *THE MANUFACTURING PACKER.*

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Order your supply of E. D. S. Fruits

Prices have not yet advanced

New season's pack of these high quality fruit products ready for shipment.

E. D. S.

Jams & Jellies

are backed with a widespread, convincing publicity campaign—this factor, combined with 100 per cent. purity and deliciousness, makes these lines easy, all-year-round sellers.

TRADE MARK
E
D S

Made only by

E. D. Smith & Son
Limited
WINONA ONTARIO

AGENTS:

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W. H. DUNN	Montreal
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R. B. COLWELL	Halifax, N.S.
A. P. ARMSTRONG	Sydney, N.S.

"I have sold them for years"

It is a pleasure for the Grocer to sell Borden's Eagle Brand Condensed Milk and Borden's Peerless Brand Evaporated Milk, because they are such lively sellers and always prove so satisfactory to the customer. Established reputation for purity and quality, together with steady advertising, keep Borden's Brands of Milk moving rapidly from the grocer's shelves. You can handle Borden's milks with perfect confidence, knowing that every can in every case will sell and give satisfaction.

All Borden's Brands—"Eagle," "St. Charles," "Reindeer," "Jersey," "Peerless"—whether sweetened or unsweetened, are made from the highest grade full-cream milk, by the most modern method of manufacture, and are guaranteed absolutely pure. *Push their sale.*

Borden Milk Co., Limited
"Leaders of Quality"
MONTREAL

Branch Office: No. 2 Arcade Building
Vancouver, B.C.

JAPAN TEAS:—

Our import orders and shipments are coming along regularly.

There is a general rush for our musters of actuals which up to the present have all been sold immediately, and in fact the demand this season has practically doubled.

FURUYA & NISHIMURA

His wife makes such good coffee

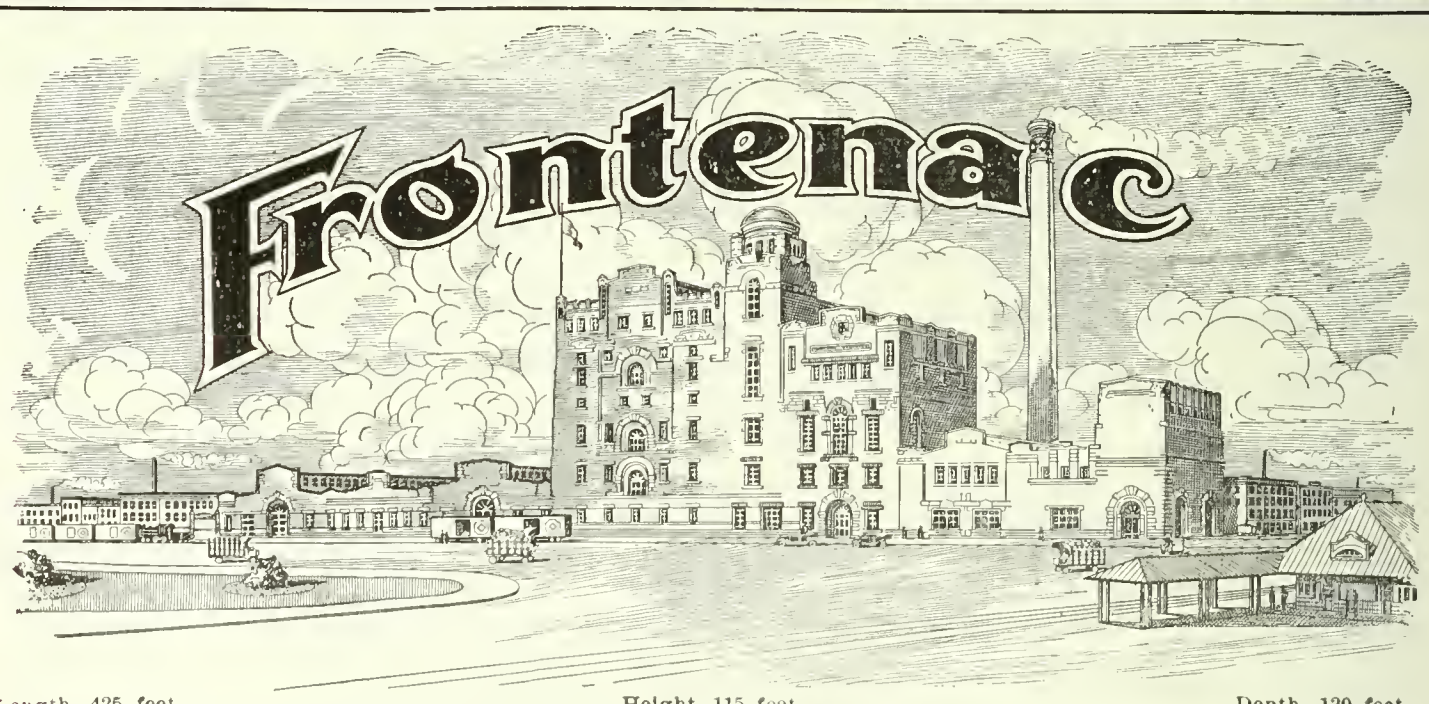
She uses Symington's Coffee Essence—her grocer introduced this quick and easy way of making delicious coffee to her. He sells the regular supply to this home, as well as hundreds of others. The customers like it and he makes a good profit. You can get it from your wholesaler.

SYMINGTON'S COFFEE ESSENCE

Reg'd Trade Mark

Agents: Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.

THOS. SYMINGTON & CO., Edinburgh and London



Length, 425 feet. Height, 115 feet. Depth, 120 feet.
Capacity: 200,000 Barrels a year.

THE FRONTENAC BREWERIES, the finest, largest and best equipped in Canada

Frontenac Beer is Selling

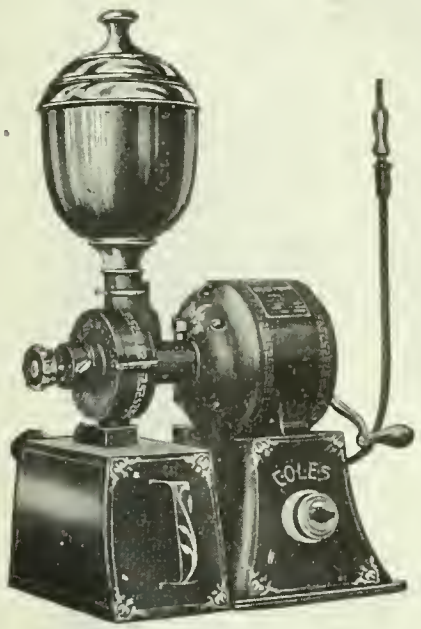
Have you a stock? The new ½-doz or full dozen cardboard package enables customer to carry it home under the arm. An idea appreciated both by latter and retailer.

Canada's Largest Brewery wants to do business with you.

THE FRONTENAC BREWERIES LIMITED, MONTREAL

Don't Buy "An Electric Coffee Mill"

Buy a COLES GUARANTEED ELECTRIC MILL



There's a tremendous difference — as great as there is between an unsigned check and a signed one.

When the name COLES is on your mill you're certain it's "right."

Have you a copy of Catalogue 913C?

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

COLES MANUFACTURING CO.

1615 North 23rd St. **PHILA., PA**

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.

Are you coming to the Canadian National Exhibition?

WE are looking forward with pleasure to meeting a large number of friends at

OUR BOOTH

Right-hand Side of Entrance to Manufacturers' Annexe.

Here you will find **Ocean Blue; Cipsy Stove Closs; Linoleo Floor Wax; Closso, The One-Minute Metal Polish; Zog, The Paint Cleaner;** and **Pyn-ka Polish,**—a line of sellers that bring customers to your store and keep them satisfied. Our chief representatives will be in attendance and will cordially welcome your call at our booth. Make it your headquarters throughout the Exhibition.

HARGREAVES (CANADA), LIMITED,
33, FRONT STREET, E. TORONTO.
Western Agents: For Manitoba, Saskatchewan & Alberta: Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon: Donkin, Creeden & Avery, 117, Arcade Buildings, Vancouver, B.C.

COW BRAND BAKING SODA

Right—Always right

It has never been anything else since we first turned out the goods in 1846. Its absolute purity, full strength and reliability make it always in demand by careful cooks.

COW BRAND BAKING SODA

is the best for satisfaction and profit—as such you should never fail to recommend it.

Get it from your jobber.

CHURCH & DWIGHT

Manufacturers LIMITED

MONTREAL

SANITARY, AIR-TIGHT, SEALED 50-LB CAN OF BAYLE'S

PEANUT BUTTER

NO DUST—NO DIRT—NO FLIES—NO LEAKAGE—NO LOSS

Saves the Consumer—Pays the Trade.

Write for Special Folder.

CANADIAN REPRESENTATIVES:
Calgary, Alta.—W. H. Escott Co., Ltd.
Also for Lethbridge and Medicine Hat.
Ottawa, Ont.—Mr. H. D. Marshall.
Winnipeg—Ruttan, Alderson & Lound, Ltd.
British Columbia—Hamblin & Brereton, Ltd.
Edmonton, Alta.—Geo. J. Benjamin.
Regina—G. C. Warren.
London, Ont.—J. Harley Brown.
St. John, N.B.—Walter W. Chase.
Toronto—Harry Horne Co.
Montreal—Geo. Hodge & Son, Ltd.
Saskatoon—M. A. Schaffner.

MADE ONLY BY

Geo. A. Bayle, St. Louis, U.S.A.

Established 1888—Originator of Horseradish Mustard, Peanut Butter, Horseradish Cream, Etc.

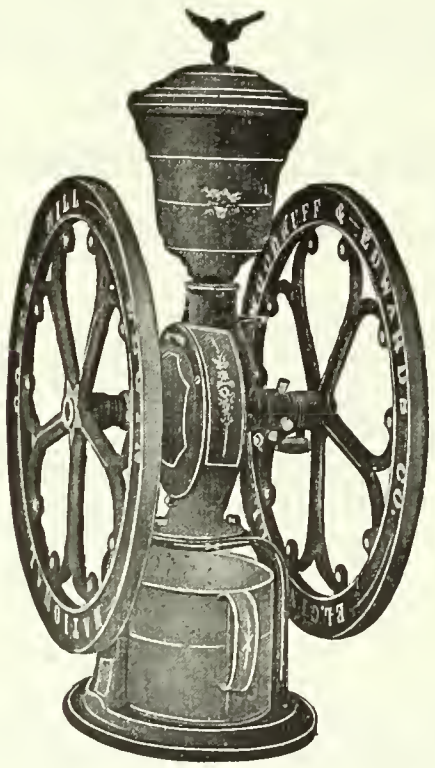
The fastest coffee grinding mill

We guarantee **Elgin National Coffee Mills** to grind **Faster** than any other Coffee Mills of corresponding size.

No Operating Expenses

These features along with lifetime durability and the perfection of the work it does is good reason why you should install one of the **Elgin Mills.**

The first cost is the only cost and in this there is a saving over the price of many other makes—there is no added expense for operation. A few turns and the coffee is ground.



No. 40

Write to any of these jobbers for illustrated catalog containing prices. Don't delay—Act to-day!
MONTREAL—L. Chaput, Fils & Cie, Limitee; The Canadian Fairbanks Co. (and branches); Minto Bros.
TORONTO—Eby, Blain, Ltd.; R. B. Hayhoe & Co.; Minto Bros.
QUEBEC—Minto Bros.
HAMILTON—James Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour & Co.; Dearborn & Co.
WINNIPEG—Blue Ribbon, Limited (and branches); The Codville Co. (and branches).
REGINA, Sask.—Campbell, Wilson & Strathdee, Ltd.
SASKATOON—Campbell, Wilson & Adams, Ltd.
EDMONTON, Alta.—The A. MacDonald Co.
CALGARY—Campbell, Wilson & Horne, Ltd., and P. D. McLaren, Ltd.
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelly, Douglas Co., Ltd.; Empress Manufacturing Co.

MADE BY

Woodruff & Edwards Co.

ELGIN, ILL., U.S.A.

20 OZ NET WEIGHT
YACHT CLUB
TRADE MARK
SALAD DRESSING
AND
COLD MEAT RELISH.
UNEQUALLED FOR LOBSTER SHRIMP, CHICKEN AND ALL SALADS.
PREPARED FROM THE BEST AND PUREST MATERIALS WILL KEEP GOOD IN ANY CLIMATE.
None genuine without above Trade Mark and Signature of
PACKED FOR
Tildesley & Co
CHICAGO, ILL.

YACHT CLUB SALAD DRESSING

Pays a fair profit and always pleases your customers.

Helps you sell other first-class, profitable items the year 'round.

If any of your customers are not using Yacht Club, recommend it to them.

We will stand back of your endorsement.

W. G. Patrick & Co., Ltd.

Montreal Toronto Winnipeg Vancouver

TILDESLEY & CO., CHICAGO, U.S.A.

Boost Canadian Peas

Canadian Grown, Canadian Packed

PUSH Dominion Canners "Early June" and "Sweet Wrinkle" Peas for better profit. They are 2½c. and 5c. dearer per dozen than the standard, but sell for more money and give a better percentage of profit.

Place your order early and boost for Canadian grown and packed peas.

Dominion Canners, Limited

HAMILTON, CANADA

We make it good; its friends make it famous

Domolco is a superior Molasses, made from an extra fine quality of cane sugar grown on the little tropical island of Barbadoes.

It is carefully refined and purified—a healthy and economical food.

It has the character and quality which instantly appeals to old and young. Makes a delicious dessert — excellent with hot biscuits, muffins, waffles, etc.

DOMOLCO

Is put up in attractive, sanitary, lever-top tins—the most sanitary, convenient, and profitable method of handling.

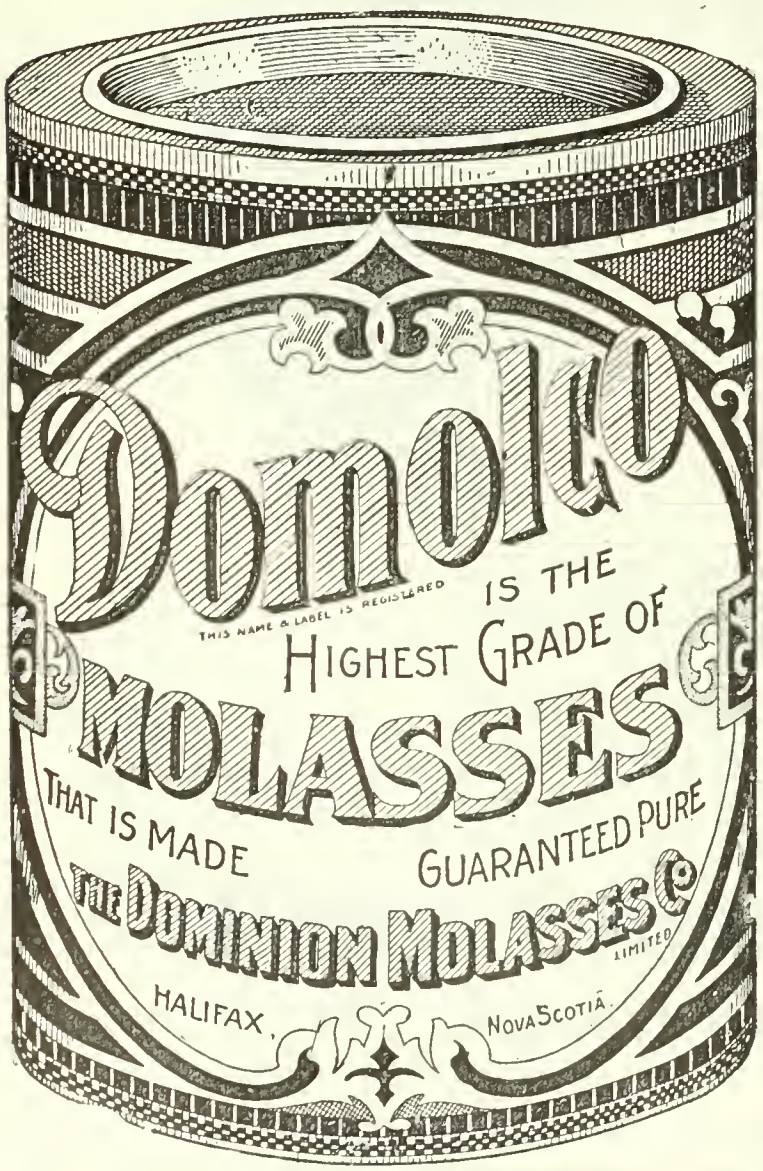
The quality and purity is absolutely guaranteed.

Contains no glucose.

Extensive consumer advertising has created a big demand. Profits are good.

Your wholesaler can supply you.

The Dominion Molasses Co., Ltd.
HALIFAX, N.S.



Note the registered Label

Guaranteed pure Cane Molasses

Extensively advertised

Distributors for Manitoba and Saskatchewan:
Messrs. The W. H. Escott Co., Limited, Winnipeg

FROM COAST TO COAST

You can now obtain fresh supplies of

McVitie & Price's

HIGH-CLASS

BISCUITS

from the following appointed Agents:—

Nova Scotia: C. E. Choat & Co., Halifax, N.S.

Quebec and Ontario: C. H. Cole, 501 Read Buildings, Montreal; C. H. Cole, 33 Front St. East, Toronto.

Manitoba and Saskatchewan: Richards & Brown, Ltd., James Street, Winnipeg.

Alberta: Campbell, Wilson & Horne, Ltd., Calgary; Campbell, Wilson & Horne, Ltd., Lethbridge; Campbell, Wilson & Horne, Ltd., Edmonton.

British Columbia and Yukon: Kelly, Douglas & Co., Ltd., Vancouver; Kelly, Douglas & Co., Ltd., Victoria; Kelly, Douglas & Co., Ltd., New Westminster; Kelly, Douglas & Co., Ltd., Prince Rupert.

General Canadian Representative:
Mr. Sidney Owthwaite, 501 Read Buildings, Montreal.

McVitie & Price, Limited

EDINBURGH and London

"SOVEREIGN"

SALMON

FINEST BRITISH COLUMBIA

SOCKEYE

QUALITY

IS OUR FIRST

CONSIDERATION

PACKED BY
THE ANGLO BRITISH COLUMBIA PACKING CO. LTD.
VANCOUVER, B. C.

Century Salt

Pure, even crystals

This is the evidence of the extreme care taken in the refining and packing of **Century Salt**. The salt that is best for table or dairy. Every store should handle **Century**. Order from your wholesaler or direct. We ship promptly. Get our quotation on assorted carloads

THE DOMINION SALT Co. Limited

SARNIA - ONTARIO

Continental Quality

has never been questioned.
If you have satisfied yourself that

Continental Grocery Bags

have no superior in any feature, consider the prices which are no higher than are usually asked for bags of inferior quality and make.

Samples on request.

The Continental Bag & Paper Co., Limited

Manufacturers OTTAWA

Branches: Montreal and Toronto
Agencies throughout Canada

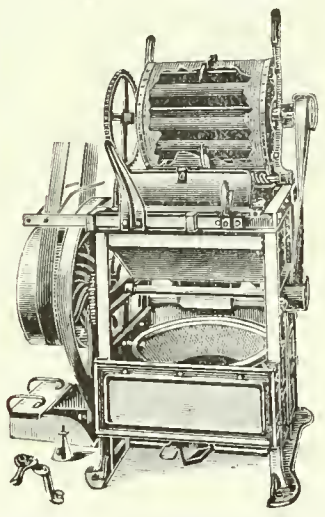
Tartan BRAND

THE SIGN OF PURITY

You can rely on us to give you Best Service and Best Prices possible during the present unrest and trouble.

BALFOUR, SMYE & CO., Wholesale Grocers **HAMILTON**

'Phones: No. 3595, 3596, 3597, 3598, 748, 462; 1807 Night 'Phone.



Complete Equipment for Modern Grocery and Allied Trades

As Installed in most of the Leading Houses in the United Kingdom

COFFEE ROASTERS (8 Types, 50 Sizes, 2 oz. to 1000 lbs. Capacity).
MODERN TEA SIFTING, CUTTING and BLENDING MACHINES.
COMPLETE RANGE OF HIGH-CLASS GRINDING MILLS.
THE IMPROVED CURRANT AND SULTANA CLEANER, ILLUSTRATED, GREATLY ENHANCES THE APPEARANCE AND VALUE OF THE FRUIT.

New 1914 Catalogue of all Specialities Free on Request. Mention C. G. Dept.

GROCERS' ENGINEERING & WHITMEE LIMITED

COLE STREET SWAN STREET LONDON, S. E.

"SHELL" BRAND

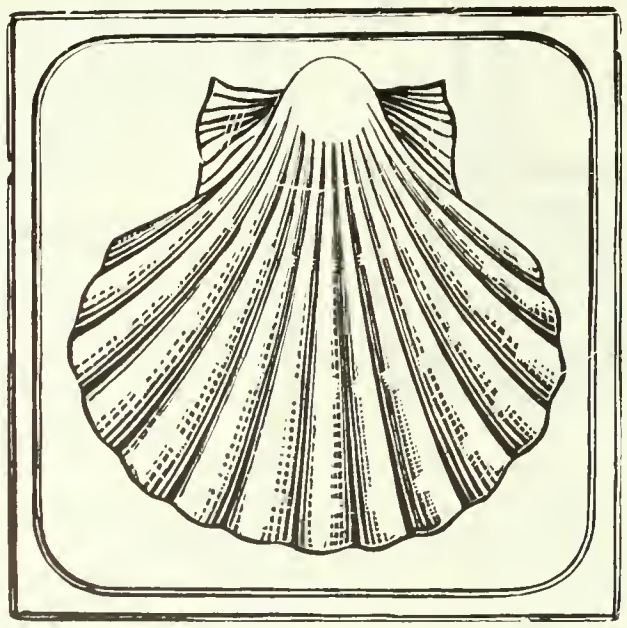
("La Coquille")

Genuine Imported French Castile Soap

The Standard of Purity

Has the largest sale of any Castile Soap in the Dominion.

For sale by all wholesale houses.



A Pure Oil Soap

This soap is especially manufactured by

Messrs. Couret Freres
Marseilles, France
for
Messrs. Estrine & Co.

P. L. MASON & CO., Toronto, General Agents

CLARK'S
TOMATO KETCHUP

Sizes, 8 oz., 12 oz., 16 oz,

CLARK'S REPUTATION, we are sure, Mr. Grocer, is a sufficient guarantee that CLARK'S 1914 pack will be the BEST EVER.

Only the best ripe tomatoes used and absolutely no preservatives.

THE PUREST OF THE PURE.

ORDER NOW.

CLARK'S
PEANUT
BUTTER
Any oil that has risen to the top of the butter is pure peanut oil and should be thoroughly mixed in again before using.
W. CLARK
MONTREAL

CLARK'S
PEANUT BUTTER

Sizes, ¼, ½, and 1, and 24 lb. pails.

BETTER THAN BUTTER
NICER THAN JAM

A first-class seller and an admirable substitute for Butter and Jam in these high-price days. Guaranteed to contain nothing but highest grade peanuts and to be strictly pure.

W. CLARK, LIMITED, - MONTREAL

Jackson's Real English Camphorated Wax Polish

THE ORIGINAL and GENUINE PREPARATION for producing a beautiful and lasting lustre on STAINED, PARQUET and HARDWOOD FLOORS, FURNITURE, FIXINGS, WOODWORK of every kind and wherever refined and durable polish is desired. Used on LINOLEUM, HARNESS, CAR and CARRIAGE HOODS, BROWN BOOTS, LEGGINGS—and all kinds of LEATHER it gives a BRILLIANT and WATERPROOF POLISH and so nourishes and preserves the material that the durability is greatly increased.

Packed in Patent Double-Lidded, Air-tight Tins.

5 SIZES.

Decorated enamel finish, Yellow, Blue and Black.

NO PAPER LABELS USED.

NO SOILED LABELS.

Will keep fresh and good for any length of time.

MANUFACTURED BY

T. S. JACKSON & SONS, Corner Wharf, Malt St., London, S.E.

Contractors to H.M. ADMIRALTY, WAR OFFICE, CROWN AGENTS to the COLONIES, etc. ESTABLISHED 1852.

Messrs. B. R. HARRISON & CO., 505 Welton Building, VANCOUVER; Messrs. HARRISON, WHITE & BARKER, 439 Lougheed Building, CALGARY; W. B. BATE & CO., 172 King St. West, TORONTO, will furnish PRICE LISTS, SAMPLES, etc., or direct correspondence to JACKSON & SONS' WORKS will receive prompt attention.

No Advance In Prices

"PURITY" Salt will, for the present, remain the same as before the war, although jute sacks, of which large quantities are used for salt, have advanced nearly 100 p.c., and unless conditions improve shortly, it will almost be impossible to get them at all. We would urge our customers to specify barrels in place of sacks wherever possible.

We have a large stock of salt on hand and can ship promptly.

The
WESTERN SALT CO.
LIMITED
COURTRIGHT, ONTARIO

King George's Navy is a winner

For profit and customer satisfaction dealers will be well advised to stock and push the popular chewing tobacco—King George's Navy. It surpasses all others in quality and flavor. It is delicious, sweet and non-irritating. A winner wherever introduced.

Rock City Tobacco Co.
LIMITED
QUEBEC, WINNIPEG

Most people insist upon having

CHASE & SANBORN'S
High-Grade Coffees

If you don't sell them you are driving some good trade away from your store.

Chase & Sanborn, - Montreal
HIGH-GRADE COFFEES

Finest Quality

Whittemore's Shoe Polishes

Largest Variety

The Oldest and Largest Manufacturer of Shoe Dressings in the World

"GILT EDGE"

The only black dressing for ladies' and children's shoes that positively contains OIL. Softens and preserves. Imparts a beautiful black lustre. LARGEST QUANTITY, FINEST QUALITY. Its use saves time, labor and brushes, as it Shines without brushing.

Sponge in every bottle, so Always Ready for Use.

Also for gents' kid, kangaroo, etc.

25c size.

"ROYAL GLOSS"

For Ladies' and Children's Black Shoes

Restores the color and lustre to all faded or worn black shoes, softens and preserves the leather. Apply with sponge attached to cork.

Always Ready for Use. Shines Without Brushing.

10c size.

A TRIAL
WILL CONVINCE YOU

If you will only place a trial order at once with your jobber's salesman and then make a counter or showcase display of these shoe polishes, you will at once be convinced that it is the easiest thing in the world to make sales.

The name **Whittemore** stands for more than shoe polish; it stands for quality first and then quantity.

"Elite Black Combination"

The ONLY polish endorsed by the manufacturers of Box Calf leathers.

Contains oil and positively nourishes and preserves leather and makes it wear longer. Blacks and polishes. Cover remover attached to each box.

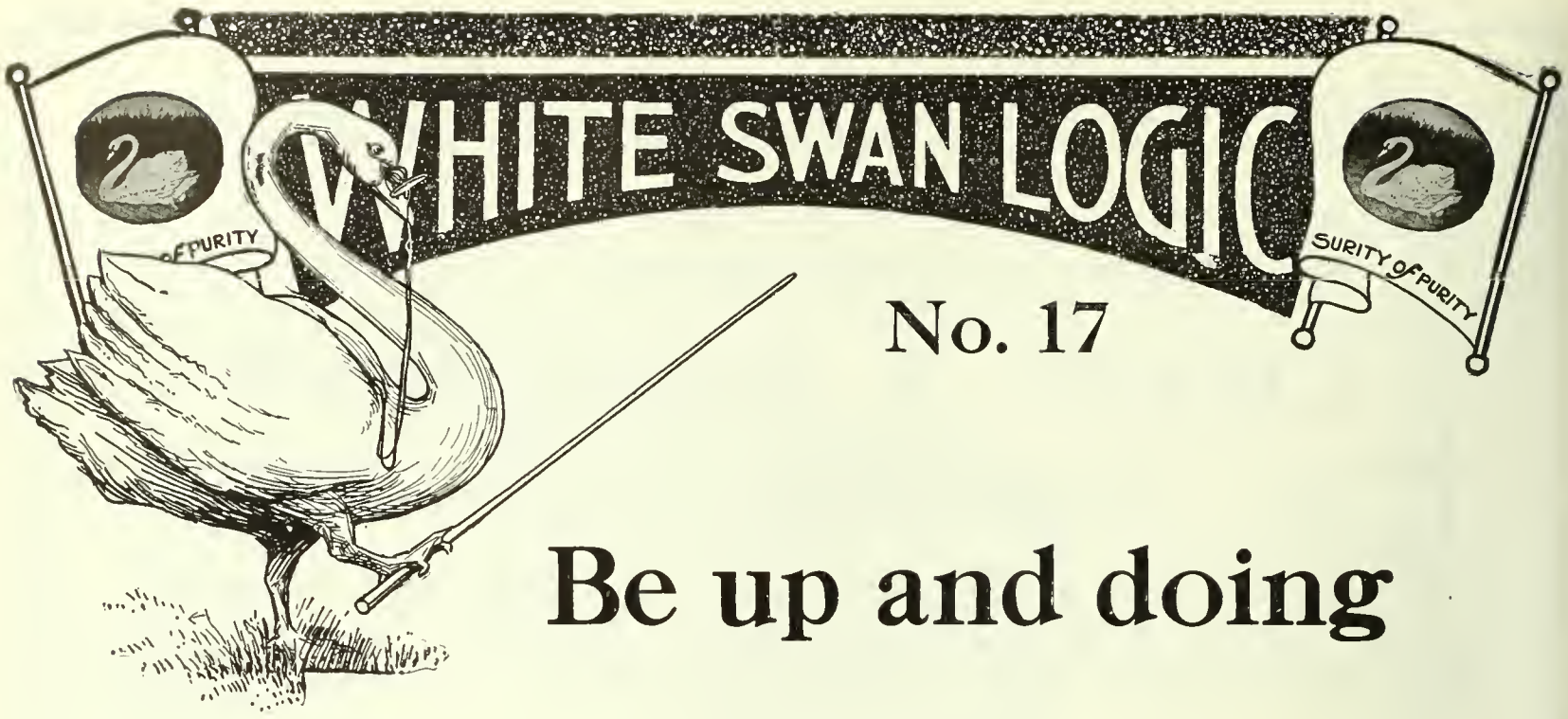
10c and 25c sizes.

"Oil Paste"

For ALL kinds of Black Shoes.

Blacks, Polishes and Preserves. Contains **no acid** to injure the leather. Will **polish Wet** or **Oily** shoes. Boxes open with a key (see cut). Also Tan Oil Paste.

10c size.



Be up and doing

No matter whether the war ends to-morrow or ten years from to-morrow, one thing is certain—no one will gain anything by sitting and waiting for things to happen. Be up and doing—feed the mouths that are to be fed, make the best of a bad political mix-up in Europe.

Push Canadian goods. Canada has facilities for manufacturing second to none in the world. She is a very large producer and importer of raw materials which she puts up in the finished product. And though the high costs of over-the-sea shipping may increase prices a trifle, yet thanks to the British navy there will be little or no shortage during these unsettled times.

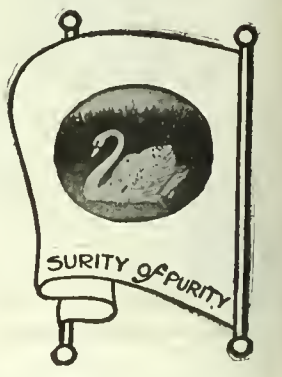
Though White Swan Products have all been affected more or less by the prevailing conditions, we are receiving reassuring cables which indicate early relief in over-the-sea shipments.

We stand for honest prices in this the greatest crisis Canada has ever known, and above all we uphold the high standard of purity of White Swan goods. Every package bears the Government Form of Warranty, which protects the retailer as well as the consumer.

Catalog and price list sent on request.

WHITE SWAN
SPICES AND CEREALS, LIMITED

TORONTO



St. Lawrence Granulated

100 Per Cent. Pure Cane. Put up in the sized grain your customers prefer: Red label for Fine Grain; Blue label, Medium Grain; Green label, Coarse Grain.

THE TEST OF TIME

For more than forty years, Electric Paste Stove Polish has met every requirement of thousands upon thousands of critical housekeepers.

What more could you ask? Have you tried it yet?

Place your order now, so as to avoid delay, as we are away behind on our orders. Selling agents for Canada are—

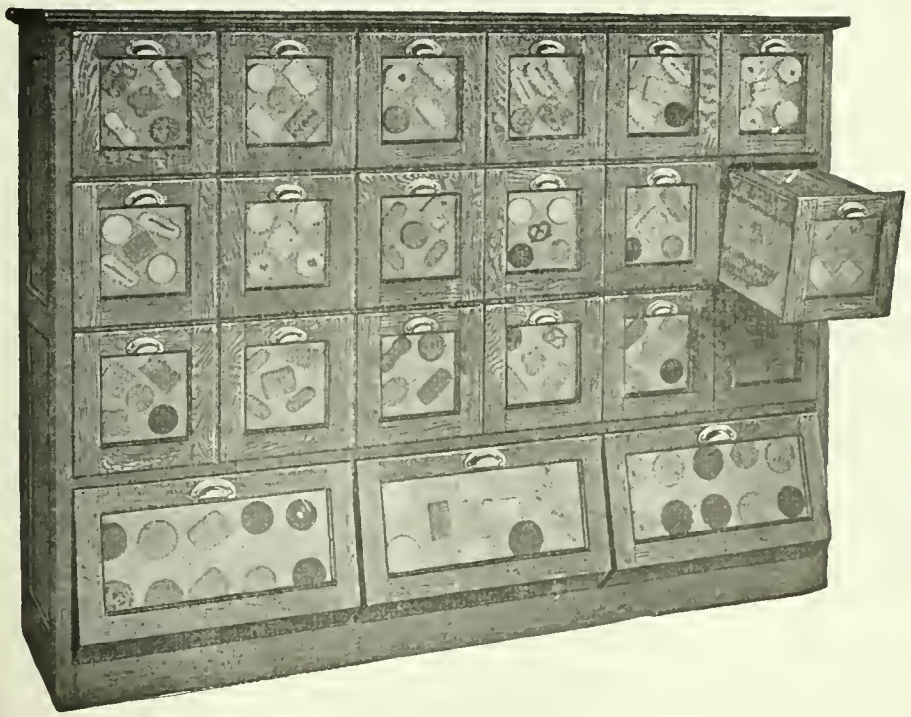
D. J. McLeod & Co., Edmonton, Alberta; Orr & MacLain, Winnipeg; E. B. Thompson, Toronto, for Western Ontario; G. C. Warren, Regina, Sask.

Standard Biscuit Case

In Sectional Lengths

makes provision for not only your tins, but also large wooden cake boxes which you find difficult to place and show contents to advantage.

This case shown is 6′ long and 54″ high, having 3 large patent roller bins in base, with bevel front to display cakes or contents of large cake boxes, and above this glass display oak front slides, fitted with rollers to insure easy running, show your stock of cakes in tins. Every large bin in base adds two feet to length of case.



Stock lengths are 6′, 8′ and 10′, but may be made to order in any length and also fitted with shelving to match regular fixtures. Made in oak to match your fixtures and sell your cakes.

Walker Bin & Store Fixture Co.,

LIMITED

Berlin, Ontario

Representatives:

Manitoba:—Watson & Truesdale, Winnipeg, Man.

Sask., Alta., and Eastern B.C.:—North-West Specialty Co., 226 3rd Ave., Saskatoon; 111 Howard Ave., Edmonton; 110 Eastman Chambers, Regina.

Vancouver, B.C.:—R. J. Borland, 1105 Pacific Street.

Montreal:—W. S. Silcock, 33 St. Nicholas St.

Maritime Provinces:—R. R. Rankine, 46 Adelaide St., St. John, N.B.

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

Established 1859.

GEO. STANWAY & CO.
TORONTO

Representing Phoenix Packing Co., Fresno, Cal., dried fruits. J. H. Todd & Sons, Victoria, B.C., Salmon brands: "Horseshoe," "Tiger," and "Sunflower."

CHARLES H. COLE

Agent for McVitie & Price, Jas. Pascall, T. W. Beach, Johnston-Baird Co., etc.

New Address:
33 Front Street East - Toronto
Montreal Office: 501 Reade Bldg.

MORROW & COMPANY
CEREALS

TORONTO, - - - - CANADA.
Rolled Oats, Oatmeals, Rolled Wheat, Split Peas, Pot and Pearl Barley, Graham Flour, Buckwheat Flour, Potato Flour, Wheatlets, Cornmeal, Lentils, Beans and Peas, Domestic and Imported; Sal Soda, etc., etc. Write for prices and samples, carloads and less.

"We are in the market for White Beans, small or large lots. Send samples and prices immediately."

W. H. Millman & Sons

Wholesale Grocery Brokers
TORONTO

W. G. PATRICK & CO.
Limited.

Manufacturers' Agents and Importers.

51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.
TORONTO

Established 1885

SUGARS FRUITS

HENRI DE LEEUW

28 Front Street E. TORONTO

RICE, COFFEE, DRIED FRUITS, SEEDS, CANNED and FRESH FISH, CHEESE: EDAM, STILTON, ROQUEFORT; CONFECTIONERY, ETC.

WESTERN PROVINCES.

H. P. PENNOCK & CO.,
Limited

Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG.

We solicit accounts of large and progressive manufacturers wanting live representatives.

G. C. WARREN, REGINA SASK.

Importer, Wholesale Broker and Manufacturers' Agent.

Trade Established, 15 years.
Domestic and Foreign Agencies Solicited
Warehouse: 1313 Garnet St.

LEADLAY LIMITED

Grocery Brokers and Importers

WINNIPEG TORONTO CALGARY
332 Bannatyne 309 King St. W. 510 Ninth Ave. W.

W. H. Escott Co.,
LIMITED

Wholesale Grocery Brokers and Manufacturers' Agents

Commission Merchants

WINNIPEG REGINA
CALGARY EDMONTON

Hamblin & Brereton
LIMITED

Importers and Manufacturers' Agents.
Winnipeg, Calgary, Vancouver.
We call on the Jobbing and Retail Trade.

WATSON & TRUESDALE

Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

COCKBURN-NOLAN CO.
Limited

Importers, Brokers and Commission Merchants

Representing Pugsley-Dingman Co., Limited. Canned Foods, Limited.
312-314 Ross Avenue, Winnipeg.

WESTERN PROVINCES—Continued

H. G. SPURGEON
WINNIPEG

Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce.
P.O. Box 1812.

FRANK H. WILEY

Wholesale Commission Merchant and Grocery Broker

757-759 Henry Ave., WINNIPEG

Ruttan, Alderson & Lound, Ltd.

Successors to
RUTTAN & CHIPMAN
Commission Brokers

WINNIPEG. MAN.

BRITISH COLUMBIA.

The Campbell Brokerage Co.

Manufacturers' Agents and Commission Brokers.

We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street, - Vancouver, B.C.

NEWFOUNDLAND.

T. A. MACNAB & CO.

ST. JOHN'S, - NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition, and private.

QUEBEC.

SPLENDID CONNECTION

Amonst the Jobbers and Retailers.
I am open for a few more agencies, and can handle them to advantage.
Have You a Line of Candy Gross Goods?
The CLAUDE BEAUCHAMP Imports Limited.
223 Commissioners St., Montreal.

KINDLY MENTION THIS PAPER WHEN WRITING ADVERTISERS

Agencies Solicited

For many years have had first-class connection with both retail and wholesale grocery trade.

J. W. Lapointe

458 St. Antoine St. Montreal

Phone Main 836. Room 5.

H. D. GODARD & CO.

207 St. James Street, Montreal, P.Q.

BROKERS AND MANUFACTURERS' AGENTS

We would like two more good Canadian agencies, also one British or foreign.

Every Merchant who handles—

Mathieu's Nervine Powders

MATHIEU'S
NERVINE POWDERS
For Headache and Neuralgia
Contain no Opium, Morphine or Chloral.
One powder will relieve and a few powders will cure you.
If you have a bad headache,
If you are feverish,
If you do not sleep well,
If you are nervous,
If you have LaGrippe,
If you suffer from neuralgia.
These powders are very good for children cutting their teeth.
18 Powders for 25 cents
DIRECTIONS

knows that they sell themselves. So effective are they in all cases of headaches that when once tried they are immediately recommended. Every merchant can with perfect safety recommend Mathieu's Nervine Powders as a perfectly safe and harmless remedy in all cases of headaches. Any merchant may try Mathieu's Nervine Powders at our expense, as per coupon attached. *Mathieu's Syrup of Tar and Cod Liver Oil is a specific in all forms of colds.*

The J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—

Name .....
With (Name of firm) .....
Street .....
City or town .....Prov.....

THOSE WHO KNOW

the delicious uses of

MAPLEINE

will thank you for supplying them.

ORDER FROM

Frederick E. Robson & Co., 25 Front St. E., Toronto, Ont., Canada,

Mason & Hickey, 287 Stanley St., Winnipeg, Man., Can.

CRESCENT MFG. CO.
SEATTLE, WASH.

OAKEY'S

The original and only Genuine Preparation for cleaning Cutlery

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead Emery Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

BLACK JACK

QUICK
CLEAN
HANDY

TRY IT

SOLD BY ALL JOBBERS

¼-lb. tins—
3 doz. in case

BUY

STARBRAND

Cotton Clothes Lines

AND

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers

SEE THAT YOU GET THEM

BEST INCORRODIBLE

TEA LEAD

ALL SUBSTANCES AND SIZES

Grey & Marten, Limited

City Lead Works: Southwark Bridge, London, England

Telegraphic Address: Amalgam, Boroh, London; Code A.B.C., 5th Edition

AGENTS: TORONTO, C. H. Anderson, 50 Front Street East
HALIFAX, Curren, Hart & Co., 45 Bedford Row
ST. JOHN, N.B., S. Norman Sancton

TURKISH DELIGHT

No quality has yet been proven equal.
No price has yet been made to beat ours.

A Good Combination.

Packed in neat package. Toothsome and Enjoyable.

Write To-day

Oriental Produce Co., Montreal

AGENTS:
W. H. Lyne Usher, Halifax. Watson & Truesdale, Winnipeg
Others Wanted.

GROCERS

This is your opportunity to stock

Fretz Harvest Brand

"Made in Canada"

PURE JAMS

We have the goods and until our stocks of raw materials are exhausted we will continue to offer at our present prices, which are very reasonable.

QUALITY

Our goods are packed in the heart of Niagara's finest orchards from the choicest selected fruits, and are preserved under the most sanitary conditions. They are guaranteed absolutely pure.

DELIVERIES

We are prepared to make prompt shipments (Lake and Rail.) Send your orders to: Toronto, The Amos B. Gordon Co., 65 Front St. E.; Montreal, H. D. Godard & Co., 207 St. James St.; Winnipeg, Richards & Brown, or direct to

FRETZ LIMITED, Hamilton, Ont.

A Post Card will bring Prices and full Particulars.

Sell The Big Seller—

FOREST & STREAM TOBACCO

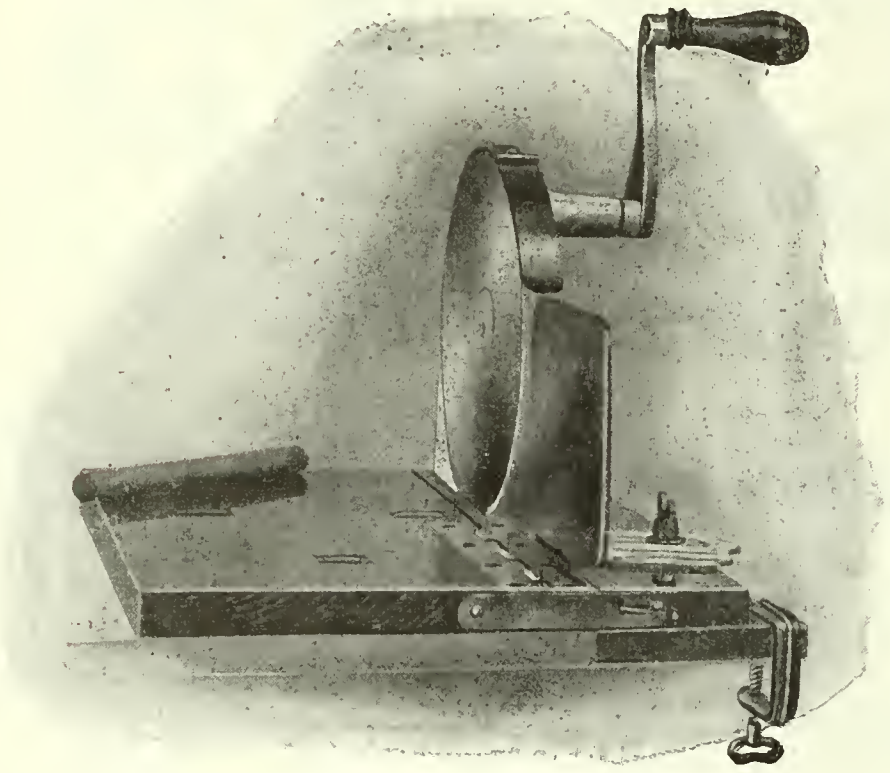
Let this quality tobacco make a FOREST of satisfied customers for you—and bring a steady STREAM of profits to your store.

"It's Great"

your customers say so—and you will say so too, when you count up your profits.

Your Wholesaler has it.

See Our Booth At Toronto Exhibition



You cannot afford to be without the lowest-priced meat slicing machine made

The dealer who slices his bacon, etc., by hand, cannot hope to compete with his neighbor who uses a quick, clean-cutting meat slicer.

The "Imperial" is a wonder. Write now to any of the following:

W. G. Craig & Co., Ltd.

CANADIAN AGENTS

KINGSTON, ONT.

DISTRIBUTORS:

D. S. Robertson & Sons, Ottawa, Ont.
Eby-Blain, Limited, Toronto, Ont.
W. H. Gillard & Co., Hamilton, Ont.
A. M. Smith & Co., London, Ont.
The Howe, McIntyre Co., Montreal, Que.
J. B. Renaud & Cie., Quebec, Que.
G. E. Barbour Co., Ltd., St. John, N.B.
Bauld Bros., Ltd., Halifax, N.S.
Codville Co., Ltd., Winnipeg, Man.
A. Macdonald Co., Ltd., Winnipeg, Man.
Jobin-Morrin Co., Ltd., Winnipeg, Man.
Codville Co., Ltd., Saskatoon, Sask.
Codville Co., Ltd., Moose Jaw, Sask.
Macdonald, Cooper & Co., Edmonton, Alta.
A. Macdonald Co., Ltd., Nelson, B.C.
A. Macdonald Co., Ltd., Fernie, B.C.
Kelly, Douglas & Co., Ltd., Vancouver, B.C.

JOHN BURGESS & SON, LIMITED

Sauce and Pickle Manufacturers

LONDON, ENGLAND

The firm was established in 1760 and for over 150 years has been manufacturing goods which have stood and still stand

PRE-EMINENT IN QUALITY.

TRY "M.M." PICKLE

A Sure Seller

THERE MAY BE GOODS AT LESS PRICES, BUT THERE ARE NONE OF EQUAL VALUE.

Write to or call on the Sole Agents in Canada

DAVIDSON-BOWLES, LIMITED

86 Wellington Street West, - - TORONTO

New Pack

"Swiss Bell" brand
"Frankford" "
"Riverside" "

Canned Peas

for immediate delivery.

Write for prices, the pack is short.

EBY-BLAIN, LIMITED

Toronto

Wholesale Grocers

THAT'S IT! is what she will say when she sees

JONAS

on the bottle. Because they don't forget its richness and strength. **JONAS' FLAVORING EXTRACTS** give satisfaction always.

HENRI JONAS & CO. - MONTREAL

A store convenience — costs little — gives big service

Holds every size bag from ¼ to 10 lbs. Always ready. Saves time, space and waste of bags. Supply of bags is laid in the top; one by one is secured as required. The most practical bag holder made. You cannot afford to be without one. Write for Prices and detailed particulars.

For sale by all first-class jobbers or

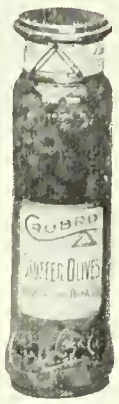
The O. P. McGregor Paper Co., Limited

411 Spadina Ave., Toronto

Say You Saw It

in

Canadian Grocer



Foreign competition on nearly all preserved food products has practically disappeared.

Now is your opportunity to increase your trade. The great increase in the price of sugar necessitates that this best and most universal preservative be reduced to a minimum. To do so and yet not decrease the keeping quality of your product you must adopt some other means. The best in every way is an absolutely air-tight cap. The only cap which fills all requirements is the Anchor Cap. It is more sanitary than any other cap, in that the contents are in contact only with a non-corroding lacquer. Above all, Anchor Caps are absolutely air-tight. Goods put up under Anchor Caps will retain their flavor, color and purity longer than with any other closure. To secure a perfect product you require only two aids—perfect cleanliness and Anchor Caps. This Cap is no experiment. Its effectiveness has been demonstrated by many of the most successful packers of foodstuffs in Canada and United States.

Write us for samples and full particulars.

ANCHOR CAP & CLOSURE CORPORATION OF CANADA LIMITED, TORONTO

MELAGAMA
TEA AND COFFEE

Are Still Leading.

Our **40c.** Melagama Tea costs you but 30c. a pound. Good profit, fine Tea. Everybody satisfied. Why pay more?

Sale always guaranteed or money refunded.

Freight prepaid on all orders of 60 lbs. and over of package goods.

P.S.—Our new May picked Japans have arrived. (Matchless and Basked fired.) We will take pleasure in forwarding you samples and prices.

MINTO BROS., LIMITED
TORONTO

Gulf Brand Lobster

Absolutely Uniform Magdalen, 1s. Lobsters Only; Attractive Label

They make an attractive display, and their quality brings repeat orders. This season's pack is about exhausted.

Guaranteed finest quality, and all 1914 pack.

Wm. C. Christmas & Co.
MONTREAL

You Are Losing Custom

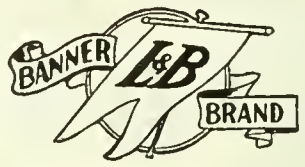
No question about it unless your store is equipped with the acme of Refrigerators—the EUREKA. Not only are you losing custom, but your profits are shrinking considerably through spoilage due to heat and damp atmosphere. Try to figure out your annual loss—the result will surprise you.

For over 28 years we have been **successfully** solving for Grocers, Butchers, etc., in all parts of the Dominion, the same problem that YOU are up against. Give us an opportunity to solve yours.

Call To See Us

when on visit to the National Exhibition and make us prove our claims—we can do it. Come out of curiosity, if for no other reason. We shall be pleased to see you.

Eureka Refrigerator Co. LIMITED
31 BROCK AVENUE, TORONTO



The new Anchor Cap on "Banner Brand" Jam tumblers again proves the leadership of this quality Jam—and again others will trail in on this idea as they did when we introduced our ***Clip Cap*** tumbler last spring.

If you have not already placed Banner Brand Jams on your selling line you will be well advised to get these profit-makers going now.

The superior quality, original tumbler container and our new, absolutely air-tight, sanitary Anchor Caps are some of the features that make Banner Brand Jam the leader.

We aim to give best possible value for the money—our goods speak for themselves.

Despite the increased cost due to this improvement and to the big jump in sugar, this new tumbler will retail at 10c with a good margin of profit for you.

The demand for "Banner Brand" products is enormous—we're running night and day—proof positive of the popularity of this brand. The volunteers at Valcartier are enjoying the deliciousness of Banner Brand products.

With these popular-priced pure fruit jams on your shelves you will enable your patrons to economize very materially in the matter of fruits for Fall and Winter.

Every ounce of Lindner's Banner Brand Jams, Jellies and Marmalades is pure, wholesome and delicious—made of fresh, ripe fruit, apple jelly and cane sugar.

See the New Banner Brand Container—the Anchor Cap Tumbler, at the earliest opportunity—your jobber has it.

Banner Brand Jams also put up in 12-ounce glass jars and No. 2, 4 and 5 gold-lacquered pails—all flavors.

LINDNERS LIMITED

306 Ross Ave.
WINNIPEG

340 Dufferin St.
TORONTO

Representatives:
H. Whissell, 2928 Drolet St., Montreal; H. D. Marshall, Ottawa; W. L. McKenzie & Co., Edmonton and Regina; Jacksons, Limited, Calgary; H. E. Gross, Vancouver; R. S. McIndoe, Toronto.

CANNED SALMON

Almost every packer has named prices on 1914 Pack

Prices are very much higher than 1913, but we have a good stock and are prepared to book at low prices for prompt shipment.

We offer about

7,000 Cases. All Brands.

Clover Leaf and Primus (Sockeye)
Horse Shoe and Sovereign (Sockeye)
Lynx, O-wee-kay-no and Lacrosse (Sockeye)
Peacock and Reigning (Red Spring)
Eagle, Autumn Leaf and Mounted Police (Red Cohoe)
Tip Top, Salad, Carnation (Pink)
United Service and Sunflower (Pink)
Fly and Auto (White Spring)

Get our prices, compare them, and you will save money.

CHLORIDE OF LIME AND LYE

Manufactured by THE UNITED ALKALI CO., LIMITED
Liverpool, England.

We are pleased to say that we can accept orders at the old figures, *no advance yet.*

Solid and Powdered Lye,		
"Red Heart"	50 gross	$6.50 gross
Chloride of Lime,		
¼s tins	5 gross	4.00 gross
½s tins	5 gross	5.75 gross
1s tins	5 gross	9.75 gross

One kind or assorted.

TERMS: Net, 10 days.

Get in touch with us.

We can give you the best service and satisfaction.

L. Chaput, Fils & Cie, Limitée, Montreal

WHOLESALE GROCERS AND IMPORTERS

Colman's SAVORA

The new flavoring preparation for salads, meats, fish, etc.

Delicious and Appetizing

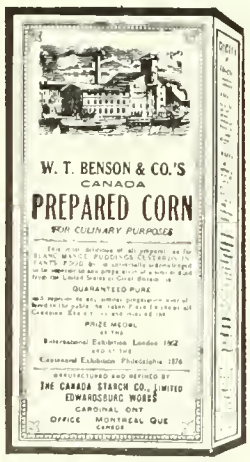
Here is something that you and your trade will appreciate—the new appetizer with the new flavor, the new aroma. It puts zest into the meat, fish or salad at your dinner.

A small trial order will be the foundation of big business in "Savora." **Send to-day and introduce it to your customers.**

Magor, Son & Co., Limited

AGENTS FOR DOMINION OF CANADA

403 St. Paul St., Montreal; 30 Church St., Toronto



This is the goods

CORN STARCH

The Best Summer Food

All good housewives know its value and use it frequently.

All good grocers keep a fresh stock handy at all times.

It returns a good profit.

This is the Name BENSON'S Prepared Corn

MADE BY

Canada Starch Company, Limited

Montreal Cardinal Brantford

CANADIAN GROCER

VOL. XXVIII SEPTEMBER 4, 1914 No. 36

Much Jam Came from Great Britain Last Year

Not Likely That Much Will Come This Year, Although Some Have Good Information That Embargo Has Been Lifted by British Authorities—French Peas Arrive and More Anticipated —Currants, Raisins, Nuts and Olives Coming From the Mediterranean.

SIX hundred and nine thousand nine hundred and ninety-seven dollars. That's the total value of the jam, jellies, preserved fruits and condensed mince meat that Canada imported from the United Kingdom during the fiscal year which ended on March 31 last.

In addition to that we imported $30,579 worth from France, and $5,164 from Holland, making a total of $645,540 worth, little of which we can count upon this year. The embargo which has been placed on foodstuffs by the British Government covers jams, jellies, etc., as these foods are considered among the most important from a British army ration standpoint.

Some brokers are informed that they will receive British jams on order before the date of the embargo providing the goods were packed also before that time. Others are sceptical about this saying that they will believe it when they see the jams in Canada.

Retail dealers will, therefore have to govern themselves accordingly. It is not likely that anywhere near the quantity of imported jams and jellies that came to us from the United Kingdom last season will arrive this year. The temporary embargo has put a partial stop to that.

This makes the preserved fruit and jam situation one of extreme importance to the trade. There is also the fact to face that this year—at least the latter part of it—will not see nearly the same quantity of fruit preserved by the average housewife as last on account of the high price of sugar. The consumer to-day is paying 6 cents and more a pound, whereas a month ago the price was not five cents. A year ago sugar was only $4.50 wholesale in Montreal, as compared with $5.31 to $6.15 to-day. Unless all signs fail therefore, the quantity of fruit "put down" by the housewife will not nearly reach the proportions of a year ago. More preserved fruits will naturally be disposed of this year.

Freight Vessel Leaving Patras.

There are, however, many evidences that the situation overseas is loosening up. News comes by cable that on the fifteenth of this month a steamer will leave Patras, Greece, laden with currants for the Canadian market. This steamer is scheduled to call at Denia, Spain, and also Malaga, for raisins, nuts and olives. It should arrive here, bar untoward accidents, by the first of November, so that we shall have at least considerable of the Christmas cake and pudding ingredients in plenty of time. This boat is the "Jacona" which comes direct to Canada, but owing to the war its sailings have not been on schedule lately. Currants are easy in Greece but the war risk, higher freights, etc., will mean higher prices than usual in this country.

One broker who imports large quantities of French peas has the report that his stock is now in England on the way to Canada. He confidently expects to get the shipment. They came, he is advised, through the port of Ostend in Belgium. Another importer has actually received his shipment of 700 cases of 100 tins to the case. Evidently, therefore, there will be some of these peas on the market, but it is safe to say that the usual quantities will not arrive in Canada.

Little French Olive Oil.

From present prospects there will not likely be much French olive oil come through. The British Government, it is stated, has seized all this for its own use, as olive oil is considered a great food. Unless, however, Italy goes to war in the near future there should be some shipments from that country.

As intimated last week, the embargo from all accounts has been lifted on confectionery, that is boiled goods, but not from sweetened chocolate. Other advices say that this only refers to that on order before Great Britain exercised her embargo rights. A broker who imports considerable quantities of a British made meat sauce expects his shipments as usual.

Tea is of course among the lines now allowed to be exported to British colonies, but there is no word of biscuits being let through. There may be a new factor in the tea trade should Turkey be drawn into the embroilment as with her fleet in the Dardanelles she might for a time be a serious menace towards getting tea through the Mediterranean safely. At any rate the war risk would no doubt be increased.

BRITISH JAMS COMING?

Since the accompanying article was written, information has reached Canadian Grocer that the embargo has been lifted on Old Country jams. In fact a Toronto broker received a cable from a Scottish jam manufacturer that such was the case and that he would be sending through shipments. This broker is inclined to the belief that this refers only to jams, jellies, etc., in glass and stone containers but not to anything in tins. The latter goods would be held because of the facility with which they can be used for army and navy ration purposes. Of course about the only goods we are accustomed to get are in glass and stone. There still seems to be differences of opinion on whether jams will get through or not but it is reasonable to suppose that with the continuation of hostilities Canada will not get her usual supplies.

Steamer for Canada to Sail from Mediterranean

Reford & Co. Announce That the Thompson Line Will Take Consignments of Fruits, etc., to be Landed in Montreal About End of October Give Assurance of Keeping Ocean Lines Open—Cream of Tartar, Herbs, Mustard and Extracts Have Advanced 100 to 200 Per Cent.

Montreal, Que.—(Special).—One of the most reassuring announcements that importers have felt this week is that of Reford & Co., agents for the Thompson line, to the effect that they will have a steamer calling on Mediterranean ports and that orders can be booked from several points. This, together with the attitude of the British government in taking the embargo off some food commodities, indicates that the British government has confidence in the ability of the navy to keep the routes of commerce open.

Reford & Co. report to Canadian Grocer that one boat will be operated this fall only instead of the customary two, and that she will make the trip about mid-time between the two usual voyages. Delays are to be looked for, but she should be in Montreal about the latter part of October.

This announcement, according to Mr. Rose, of Rose, Laflamme, Ltd., importers, insures a supply of Mediterranean fruits for the holiday trade, but it must be expected that the prices will be higher for the reason that freight rates are up about fifty per cent., and there will be higher rates for insurance prevailing. The fact that there is only one steamer making the trip instead of the usual two is not very important, it is believed, from the fact that there is a very weak demand for high priced imported commodities which will have to come into competition with the California goods. Prices will have a big effect in shaping the public appetite. Spices, etc., will also come by this boat.

* * *

That for most of the standard lines of spices there should be no serious apprehension regarding the supply is the opinion expressed by Mr. Johnson of Herron, Leblanc Co. His firm has been receiving shipments, and he believes will continue to do so. Pepper is very firm at present and may go higher, but there is little reason to fear a famine.

With regard to herbs, mustard, extracts, jelly powders, etc., Mr. Johnson states that the situation is entirely different. Thyme, savory, sage and cream tartar all come from the war belt. Increases in price from one hundred to two hundred per cent. are noted and with regard to cream tartar it can only be secured in small lots in a few sources at any price. It has been intimated that the supply of mustard from England and France will be cut off in which event we would have to depend on the States and there the supply is very small. Already prices on mustard are up about 150 per cent.

* * *

Mr. Ross of the Mount Royal Milling Co., announces that the reduction of 25c a cwt. in the price of Rangoon rice this week is the direct result of the embargo being raised by England, allowing shipments to come forward. He states further that prices for other varieties are very firm on the former basis.

* * *

That Hudon, Hebert & Cie, wholesale grocers, are cutting their prices on imported goods about 10 per cent. is announced. It was explained by Mr. Girard that the advances which were made were with a view to checking the demand and to protect the stocks of the concern, particularly in those goods which were liable to be cut off. Now the demand for many of the imported goods has been checked and the firm considers itself in position to reduce prices, particularly in view of the fact that the situation now appears better in relation to prospects for further supplies.

Mr. Girard also states that there has been a marked falling off in demand for many luxuries which would indicate that the people are following the advice generally offered to live frugally until the war is over.

The reduction referred to covered all imported pickles, jams, biscuits, raisins, etc., and in addition such staples as oatmeal, corn meal, potato flour, etc. Attention was drawn to about a dozen lines which had been practically sold out since the war demand commenced and Mr. Girard remarked that there would have been others if prices had not been advanced by the trade.

* * *

The Montreal Retail Tobacco Association held a meeting following the readjustment of prices caused by the war tax. A. Michaels, vice-president, states that imported cigarettes have been advanced 5c a package and that material increases have been decided upon in imported cigars—from 2½c on the cheaper grades to 5c on the more expensive ones. Domestic cigarettes are not to be altered for the present, and as for tobaccos, the arrangement is that the size of the boxes have been reduced so that there is no trouble on that score. Regarding the advance, Mr. Michaels believes in a war tax if advances have to be made on package goods. If the public actually saw a 1c or 2c stamp on the box of cigarettes they would, in his opinion, be much more willing to dig down and put up the extra charge which would seem like a donation to the country's cause.

Many French reservists left Montreal last week for the war. This exodus has created vacancies in the staffs of many Montreal firms. One company alone, the Societe S. P. A., manufacturers of Paris Pate, has sent almost three-quarters of its large staff, leaving behind practically only the French chefs who are above the age requirements.

The vacancies thus created have been immediately filled, but the Paris Pate people have promised to reinstate all the reservists who return after the war is over. It is also gratifying to note that their families have all been provided for by the Paris Pate Company during the absence of the "bread winners."

FREE FROM THE EMBARGO.

From an apparent official source comes the information that the embargo was removed from the following lines on August 17:

Candied and drained peel;

Lieoriee; Marzipan (an almond paste);

Crystallized fruits, and flowers;

Confeetionery made up in fancy paekages consigned to British destination where amount of sugar eontained does not exceed 20 per eent.

Confectionery in boxes, tins, bottles, and similar containers to British destination, without regard to amount of sugar if packed for export before date of proclamation (5th to 10th August).

Tea in paekets, tins, and other small packages labelled ready for retail sale.

Canned Peas Open 12½ Cents Above Last Year

New Prices On Early Fruits and Vegetables Are Out—Peas Will Likely Retail at 10 Cents Straight—Canned Strawberries and Raspberries a Little Higher, But Other Fruits Are Lower—Fruit Pack Generally Not Large.

A MONTH later than last year sees the opening prices on the early canned fruits and vegetables for Ontario and Quebec. The delay has been due to the upset conditions consequent on the war, but now that the situation is calming down considerably things are back to their normal stride again.

The trade has been awaiting the opening of these priees for some time, with a somewhat eager eye on peas partieularly. During the past two months Canadian Grocer has advised the trade that the pea erop this year was considerably shortened by the drought and adversely affected by the depredations of the pea fly and other parasites, and that the chances were we would see higher prices. This it was pointed out would likely be the case even taking into consideration a hold-over in peas of a good many cases. In several issues it was estimated that the new price for standards would range somewhere between 90 cents and a dollar a dozen. How elosely we came to the correct figure is seen in the accompanying table. Standards have opened at 95 eents for Grade A whieh means 92½ for grade B.

The Profit at 10 Cents.

While the price of peas is a little higher than last year, it is yet much helow that of 1912 when standards were quoted at $1.25. Wholesale, they are therefore 30 cents a dozen less than two years ago or 2½ cents the tin. Selling at 10 cents a tin this year will show a gross margin of practically 21 per cent. on the selling price or almost 27 per cent. on the first cost. At the same time the new price will eliminate all three-for-a-quarter or two-for-fifteen selling.

On the whole beets are only 2½ cents a dozen higher than last year. No. 2 eosting a dollar will mean a good profit at two-for-a-quarter, but the trade should taboo the selling of them at 10 cents. In such a case the gross margin would be less than 17 per cent.

Asparagus is 5 cents a dozen higher than last year whereas spinach is 12½ and 27½ cents lower.

Golden wax beans which opened at 85 cents last year are 10 eents higher at 95. In fact beans are generally 10 cents above last season. They are however, 5 cents less than in 1912.

Strawberries are Higher.

As was generally expected the price of new pack canned strawberries is higher than

Opening Prices With 1913 and 1912 Comparisons

Ontario and Quebec Prices.

VEGETABLES.

	1914 Group A	1913 Group A	1912 Group A
2's Asparagus tips	$2 32½	$2 27½	$2 27½
2's Asparagus butts	1 47½	1 42½	1 42½
2's Beans, crystal wax	1 05	0 95	....
2's Beans, golden wax, midget	1 25	1 15	....
2's Beans, golden wax	0 95	0 85	1 00
3's Beans, golden wax	1 32½	1 22½	....
Gals., Beans, golden wax	3 77½	3 52½	....
2's Beans, Lima	1 22½	1 17½	....
2's Beans, red kidney	1 00	0 97½	....
2's Beans, Refuge or Valentine green	0 95	0 85	1 00
3's Beans, Refuge (green)	1 32½	1 22½	....
2's Beans, Refuge, midget	1 25	1 15	....
Gals. Beans, Refuge	3 77½	3 52½	....
2's Beets, sliced blood red, Simcoe	1 00	0 97½	....
2's Beets, whole, blood red, Simcoe	1 00	0 97½	....
2's Beets, whole, blood red, Rosebud	1 30	1 27½	1 30
3's Beets, sliced, blood red, Simcoe	1 35	1 32½	....
3's Beets, whole, blood red, Simcoe	1 40	1 37½	....
3's Beets, whole, blood red, Rosebud	1 45	1 52½	....
2's Peas, standard, size 4	0 95	0 82½	1 25
2's Peas, early Junes, size 3	0 97½	0 85	1 30
2's Peas, sweet wrinkles, size 2	1 00	0 87½	1 35
2's Peas, extra fine sifted, size 1	1 40	1 27½	1 75
Gals. Peas, standards	4 07½	4 02½	....
Gals. Peas, Early Junes	4 17½	4 12½	....
Gals. Peas, sweet wrinkles	4 32½	4 27½	....
2's Spinach	1 15	1 27½	1 30
3's Spinach	1 50	1 77½	1 80
Gals. Spinach	4 55	5 30	5 32½
FRUITS.			
2's Blueberries, standard	1 52	1 47½	....
2's Blueberries, preserved	1 82½	1 77½	....
Gals. Blueberries, std.	6 57½	6 52½	....
2's Blk. cherries, pitted, H.S.	1 92½	1 92½	1 97½
2's Blk. cherries, not pitted, H.S.	1 52½	1 52½	1 55
2's Red ptd. cherries, H.S.	1 92½	1 92½	1 97½
2's Cherries, red, pitted, L.S.	1 45	....	....
2's not ptd. red cherries, H.S.	1 52½	1 52½	1 55
Gals. ptd. red cherries	8 52½	8 52½	8 55
Gals. not ptd. red cherries	8 02½	8 02½	8 05
2's Cherries, white, ptd. H.S.	1 92½	1 92½	1 97½
2's Cherries, white, not ptd. H.S.	1 52½	1 52½	1 65
2's Black currants, H.S.	1 47½	1 92½	2 00
2's Preserved black currants	1 77½	2 27½	2 30
Gals. black currants, st'd.	5 27½	5 27½	5 30
Gals. black currants, solid pack	8 27½	8 27½	8 30
2's Red currants, H.S.	1 47½	1 92½	2 00
2's Red preserved currants	1 77½	2 27½	2 30
Gals. red currants, standard	5 27½	5 27½	5 30
Gals. red currants, solid pack	8 27½	8 27½	8 30
2's Gooseberries, H.S.	1 47½	1 77½	2 00
2's Gooseberries, preserved	1 77½	2 02½	2 30
Gals. gooseberries, standard	7 02½	7 02½	7 02½
Gals. gooseberries, solid pack	8 77½	8 77½	8 80
2's Lawtonberries, heavy syrup	1 97½	1 92½	....
2's Lawtonberries, L.S. (group B)	1 45	....	....
2's Lawtonberries, preserved	2 17½	2 12½	....
Gals. Lawtonberries, std.	7 07½	7 02½	....
2's Raspberries, black, H.S.	1 97½	1 92½	2 15
2's Raspberries, black, L.S. (group B)	1 45	....	....
2's Raspberries, black, preserved	2 17½	2 12½	2 40
Gals. Raspberries, black, std.	7 07½	7 02½	....
Gals. Raspberries, black, solid pack	9 32½	9 27½	....
2's Raspberries, red, H.S.	1 97½	1 92½	2 15
2's Raspberries, red, L.S. (group B)	1 45	....	....
2's Raspberries, red, preserved	2 17½	2 12½	....
Gals. Raspberries, red, std.	7 32½	7 27½	....
Gals. Raspberries, red, solid pack	9 32½	9 27½	....
2's Rhubarb, preserved	1 57½	1 52½	1 55
3's Rhubarb, preserved	2 32½	2 27½	2 30
Gals. Rhubarb, standard	3 57½	3 52½	3 52½
2's Strawberries, H.S.	2 17½	1 92½	2 15
2's Strawberries, preserved	2 32½	2 27½	2 30
Gals. Strawberries, standard	7 57½	7 52½	7 52½
Gals. Strawberries, solid pack	9 82½	9 77½	9 77½

a year ago. Strawberries in heavy syrup No. 2's have opened at $2.17½ per dozen. an advance of 25 cents over 1913. The advance in preserved is only 5 cents the dozen. Black and red raspberries at $1.97½ a dozen for 2's are only 5 cents higher than last year, whereas in 1912 the price was $2.15. The price of cherries shows no change and they are 2½ cents less than in 1912. Huckleberries are 5 cents above last year while black and red currants in the small sizes are 45 and 50 cents below the 1913 opening figures. Gooseberries are also considerably lower in the small sizes.

On the whole, therefore there is little change in the prices from a year ago, and considering the high prices of sugar at the present time we should see considerable consumption of canned fruit during the coming winter and next spring.

There are to come yet prices on tomatoes and corn and on peaches. These, however, will not likely be announced for another month or six weeks, or until the canners know more definitely the extent of their pack and the estimate of orders.

Fruit Stocks Not Large.

In issuing their prices the Dominion Canners state they are in a position to make full delivery of orders for all goods covered by these prices. They further point out that the pack of peas and beans has been considerably shortened this year and in some sections there was almost a failure. This resulted in enhancing the cost of packing, and accounts for the slightly higher prices. In referring to fruits the canners say that the stocks are limited and that prices are subject to change without notice. Quality this season is reported excellent.

War Tax Drives Up Tobacco Prices

Cigars, Cigarettes and Tobaccos Now on a New Basis — Increase in Duty on Manufactured Tobaccos Amounts to 10 Cents Per Pound.

IT required more than the outbreak of the European war to advance the prices of cigars, cigarettes and tobaccos. But the war tax accomplished it quite effectively. Following the extra duty which the Government saw fit to place upon these goods, most prices were withdrawn until the daylight could be more distinctly seen. This week sees a partial readjustment, and from out the eruption we see many advances.

The advances in cigarettes vary. A number of them are 30 cents a thousand and others 50 cents. The former include such lines as Sweet Caporal, Player, Hassan, and Gold Crest, and the latter, Moguls, Murads, and Fatimas. Cravens are higher by 50 cents, Black Cat 25 cents, and Tuxedo 30 cents per thousand. The old duty on cigarettes was $3 per lb., and 25 per cent. ad valorem, whereas the duty under the new regulations is $3.50 and 25 per cent. The rise in the excise is, therefore, just 50 cents per pound, and this is the reason why the advances have been made in the prices to the retailer.

Advance in Cigars.

Most of the regular 10-cent cigars have advanced to $2.50 the thousand. Some others remain the same. Five-cent domestic cigars, like the Humber, Stonewall, and the Pegtop, have advanced $1 per thousand. The actual extra duty on many imported cigars, wholesalers say, has meant an advance of from $5 to $10 per thousand. The advance in the cigar duty is the same as that on cigarettes, as given above.

In connection with tobaccos, it is evident that manufacturers are meeting the higher duty, at least in many cases, by putting out new sizes. While, for instance, Macdonald's plug is advanced 5 cents per pound, the sizes of some tobaccos will be reduced. The advance on imported manufactured lines means about 9 or 10 cents per pound. Some package tobaccos will be packed 12 to the pound instead of eleven, and the cost will be advanced some 9 or 10 cents. The duty on cut tobacco as well as other manufactured tobaccos was advanced exactly 10 cents per pound, as will be seen by referring to the table in last week's issue.

French Supplies Cut Off.

Tobacco men report a big shortage in Zig Zag cigarette paper. This comes from France, and on account of the war is practically off the market. One wholesaler stated that his firm had only a limited quantity, and they were retailing in one box lots to one customer. Briar pipes also come from France, and the supply of these in Canda is gradually diminishing. The 25-cent line is being sold by them at $2 net. The usual 10 per cent. discount is being discarded, and they are not encouraging the sale at all. Even should the war conclude shortly they do not anticipate any further supplies of consequence before August of next year.

It is interesting to note that the new duty on cigars, tobaccos, etc., was made retroactive with spirits to August 7, and this is causing the trade considerable anxiety. Tobacco men are objecting to the payment of this extra duty on all goods taken out of bond which were required for their regular trade, but do not object to that on the goods in excess of the usual requirements. The matter is now hanging fire, and in the meantime tobacco concerns are being billed for the entire extra duty on all goods taken from bond before August 7.

Suggestion for fruit window trim in a small store.

Retailers Advertise to Calm Down the Public

Reassuring Newspaper Copy Concerning the Supplies of Foodstuffs—No Necessity for Anxiety Point Out the Dealers—Cause of The Advancing Prices.

MONTREAL, Que. — (Special). — There has been a noticeable note of reassurance through the advertisements of many of the big houses doing business in Montreal since the outbreak of the war behind which has been an evident desire to dissuade the people from extravagant buying, which has to the present been responsible for conditions which have bordered on a panic.

There would seem to be nothing upon which there can be foundation for any real anxiety on the part of the people as to staple supplies. There may be shortages of imported goods, but for the most part these are luxuries. If Canada with her millions of acres of rich land and a population of only eight million people cannot raise enough foodstuffs to prevent any serious shortage, then it will certainly go hard with some of the other countries.

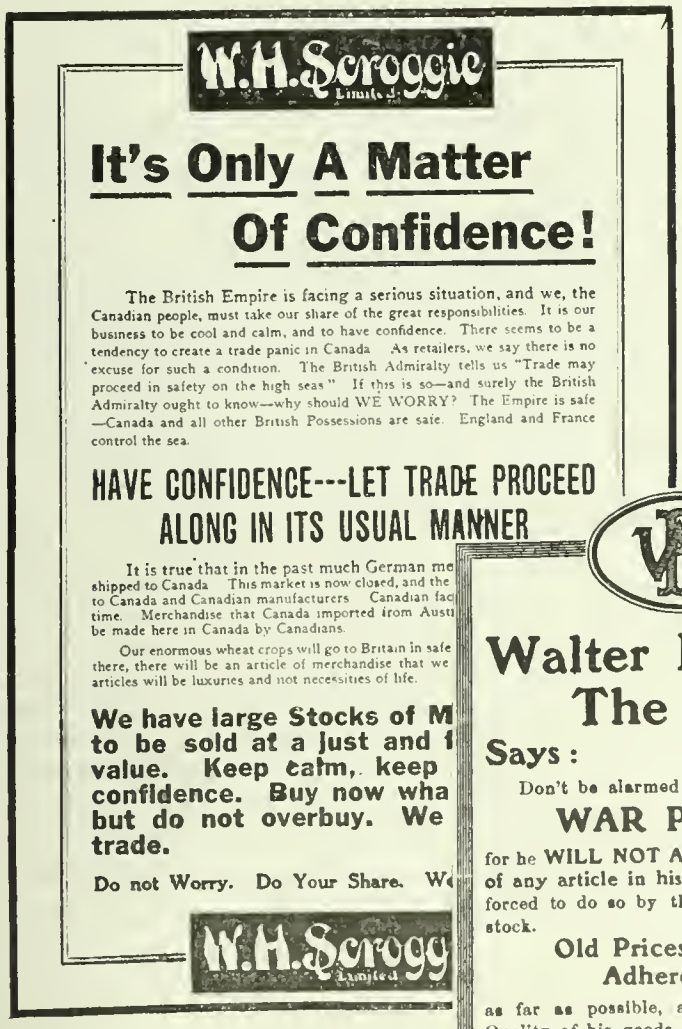
Imported goods may be short, but if there are not imported luxuries there will be something just as good to take their place.

The Stampede Advances Prices.

It is evident that the conditions which marked the first stages of the war were caused in the grocery business by the attitude of the general public. There was an immediate rush to buy supplies. The next step was that the retailer saw his stocks going out and started in to buy heavy. This again told on the wholesaler who had short stocks and who began to raise prices. As is often the case the raising of the prices seemed to have the effect of stimulating the demand and of confirming the opinion of the public that there was danger of a serious shortage. Here we get the whole circle—with the wholesaler at one end and the consumer at the other, and each trying to protect himself from the other—and it really looks as if the wholesaler stands to be the gainer. But at that he is gambling on what he may be able to replenish his stocks at, for if he buys heavy now it may be that prices will recede before he clears his stock and it is not likely that the public will want to pay the high prices after there is a reduction of the costs.

Many of the retailers have through their advertising endeavored to reassure the public. We give samples of two advertisements here which appeared in Montreal. These did not contain prices but were merely an argument for the public to be conservative in dealing with the situation. Many other advertisements contained price lists of groceries which were being sold at practically the old figures and these resulted in bringing big business.

As an instance of what the demand of the public meant in the way of business, we might refer to one of the largest retail houses in Montreal where it was found to be almost impossible to deal with the rush. The storehouse was not able to hold enough goods to fill the orders. A portion of the china department, adjoining the grocery, was cleared and here huge stocks of flour, sugar, oatmeal, etc., were placed and alongside additional parcelling tables were set up and clerks were employed at every point where there was room for their accommodation.


W. H. Scroggie Limited

It's Only A Matter Of Confidence!

The British Empire is facing a serious situation, and we, the Canadian people, must take our share of the great responsibilities. It is our business to be cool and calm, and to have confidence. There seems to be a tendency to create a trade panic in Canada. As retailers, we say there is no excuse for such a condition. The British Admiralty tells us "Trade may proceed in safety on the high seas." If this is so—and surely the British Admiralty ought to know—why should WE WORRY? The Empire is safe—Canada and all other British Possessions are safe. England and France control the sea.

HAVE CONFIDENCE---LET TRADE PROCEED ALONG IN ITS USUAL MANNER

It is true that in the past much German me shipped to Canada. This market is now closed, and the to Canada and Canadian manufacturers. Canadian fac time. Merchandise that Canada imported from Aust be made here in Canada by Canadians.

Our enormous wheat crops will go to Britain in safe there, there will be an article of merchandise that we articles will be luxuries and not necessities of life.

We have large Stocks of M to be sold at a just and f value. Keep calm, keep confidence. Buy now wha but do not overbuy. We trade.

Do not Worry. Do Your Share. W

W. H. Scrogg Limited

Walter Paul, The Grocer,

Says:

Don't be alarmed about

WAR PRICES

for he **WILL NOT ADVANCE** the Price of any article in his Store—until he is forced to do so by the purchase of fresh stock.

Old Prices Will Be Adhered To

as far as possible, and the First Class Quality of his goods maintained.

The Largest Stock of Sundries and Fancy Groceries of any Retail Store in the City.

Careful attention and prompt delivery is the motto at

Walter Paul's New Store

Corner of Burnside and University Streets

Five Phones: Uptown 1237, 1238, 1239. Uptown 5720, 5721.

These two newspaper advertisements run by Montreal dealers were designed to create confidence among the buying public. Both firms are to be commended for their endeavor to instil courage and confidence into the people at a time when they were needed.

SUPPLYING BIG CHEESE GIFT.

The four million pounds of cheese being donated by the Government of the Province of Quebec will be supplied through the Quebec Cheesemakers' Co-Operative Agricultural Society. From four to five thousand boxes of cheese must be delivered each week and the interests of the Government and the producers as well as the reputation of Canadian cheese will be safeguarded. The price to be received by the society will be an average based upon the four principal markets of Ontario with the addition of an eighth cent per pound for No. 1 cheese. Payments will be made weekly. The society makes an appeal for a particularly choice article at this time as the honor of the Province and the reputation of her dairy products are at stake.

Confidence Displayed by Maritime Dealers

Business so Far Better Than Year Ago—Crops of Grain, Roots and Apples Generally Good in the Provinces Down by the Sea, and in Majority of Cases Prospects for Future Are Bright—Accounts Being Watched Closely.

From Interviews with Maritime Grocers.

WITH a view to obtaining some definite and authentic information on the progress of trade in the Maritime Provinces, Canadian Grocer recently got in touch with a number of dealers in that section of Canada. From their reports business in the Maritime Provinces so far has been much better than a year ago. Collections, too, have been splendid, and with the crop outlook just as good as, and in some cases better than a year ago, the business men of the East are looking forward to a good half-year's business.

Jno. Forsyth, of Forsyth, Jr., Dartmouth, N.S., states that business with him is some 30 per cent. ahead of the first seven months of 1913. There will be an average crop in the district of Dartmouth, with the probable exception of hay, the crop of which varies on different farms. The retail business outlook, he says, is fair, and collections have been good. Mr. Forsyth specializes on collections. He carefully checks over all posting, and in this way keeps well informed as to how customers are paying. He carries in his pocket a small book with the accounts which require careful watching. "If people do not pay," he says, "I see them frequently, and usually get the money; often, too, the customer even comes back." While his business is probably 75 per cent. credit, he keeps his losses in bad accounts down to about 4/5 of 1 per cent. of the total sales.

Mr. Forsyth was in business twenty-four years on the 22nd of August, and the loss above stated covers the entire period. This surely is a remarkable record. He has heard from time to time of dealers who do a credit business and who never lost anything. He says he would like to meet them and get a leaf out of their books.

July Best Month Yet.

"Our July business," says M. E. Grass, of St. John, N.B., "was the best month I ever had. Business is much better this year so far than last. The crops are up to the average, but a little late, and, apart from the European situation, the outlook is good." With him collections have also been good, and he makes it a point to watch accounts closely, weekly and monthly as the case may be.

Business with Jas. F. Miles, Sydney, C.B., during the first seven months of the year exceeded that of 1913 by 10 per cent. While the crops have been good in his district, the war has had a certain adverse effect on trade generally. His accounts are mostly all monthly, and they have been promptly met when due.

R. T. Holman, of Charlottetown, P.E.I., reports business very much better so far this year than last. While the crops are a little late, they are splendid. "We are counting upon increases in sales," he says, "in the coming half year. Our collections have been very good, as we look after them promptly. All goods when charged are marked at an advanced price, and the discount we allow for cash. Our policy is stated on the bill, and the customer generally takes advantage of it by remitting."

Harvest Late, But Crops Good

According to Northup & Co., St. John, N.B., business is much better this year than last. The harvest is a little late, but the crops are good, the ultimate results depending upon the kind of weather we have during the autumn. Despite the European situation, they are figuring on just as good a business between now and January 1 as last year. Accounts are confined strictly to thirty days, subject to draft, and they report collections good.

W .P. Mosely & Co., Dartmouth, N.S., report apples a fair crop; fruit crops very good so far, and quite equal to last year.

Jno. Hopkins, St. John, N.B., states that business with them has been as good as in 1913. Prospects for a good crop yield are bright from their reports. He thinks that if the European situation does not have an adverse effect, the retail business will be fair during the remainder of the year. Collections have been fairly good.

Nice Increase Over Last Year.

T. S. Bown, Sydney, C.B., reports a 7 per cent. increase in business over the first seven months of last year. The hay crop in their vicinity is normal, and the root crops look exceedingly well. The closing down of the local steel works has interfered somewhat with business, but if these open shortly, as many anticipate, trade will be good from now on. As Mr. Bown is very careful to whom he gives credit, he has not much difficulty in making collections. Money has been coming in well.

J. F. Courtney, Halifax, N.S., finds business this year equally as good as last. Nova Scotia apples will be plentiful this year, and as good as ever they were. In their opinion the European war may have a somewhat quieting effect on business until the situation clears up.

"A considerable increase," is the way G. T. Whelply, Fredericton, N.B., sums up the business this year so far, as compared to last. "Considering that one hears no complaints from the farmers," he adds, "I think the crops must be very good." Collections with him have been good.

F. Hill, Halifax, N.S., states that since the war began things have been booming in so far as the grocery trade is concerned. The crops have been good and collections fair.

During the first seven months business with G. A. Cook & Co., Halifax, N.S., has shown an improvement over the first part of last year. They report the crop outlook decidedly good, and they anticipate good business during the latter half of the year. As their business is strictly cash they have no trouble with collections.

"I expect business to continue good during the last half of the year," states M. A. Malone, St. John, N.B., who has recently opened a store there on Main Street. All crops except hay are reported by him to be well up to the average. He also does a cash business.

R. E. Mutch & Co., Charlottetown, P.E.I., are optimistic in their view of the general situation. They report a good business, good crops, and a good outlook.

Collections Are Good.

S. P. Goudey, Yarmouth, N.S., during the first seven months of the year has had a 20 per cent. increase over last. In his district the crops are better than a year ago, and he looks forward to good business during the remainder of the year. By getting promptly after collections and impressing customers with the necessity of paying regularly collections with him have been good.

Crowells, Ltd., Sydney, C.B., say that on account of the partial closing down of the steel works there, there was na-

(Continued on page 41.)

Opening Canned Goods Prices Not High

Some Advances Over Year Ago, but Others Are Lower — Standard Peas Are 95c—Sugar Refiners Holding Down Speculation — Rice Easier, Embargo Lifted — Tea Situation Problematical—Nearly Famine in Cream of Tartar.

Publication Office, Toronto, Sept. 3, 1914.

THERE has been a pronounced settling of conditions in the trade during the week. The situation shows little change of a material nature so far as the outside influences are concerned; in fact if anything the outlook indicates a longer drain upon resources as the days pass and there is no definite change in the European situation. But the edge has been worn off the demand to some extent and there has been a recession of prices within the range made by wholesalers who took a lead in the bull movement—otherwise the basis holds with some exeeptions.

The raising of the embargo on tea and rice by England and the prospects that some other British goods which might be classed as luxuries will be shipped has cleared the situation materially and the result has been an easing of prices—tea 2c to 4c lb., and rice 25c cwt.

One of the features of the week is the announcement of the opening prices on early fruits and vegetables by Dominion Canners. In view of the comparatively poor crops in peas and beans and the present war situation which has had the effect of advancing so many staples, it is somewhat gratifying to note that the new prices show but small advances over a year ago and some are even lower. Standard peas for instance are only 12½c a dozen higher than last year, which only means a cent a tin advance. This year, while standards cannot be retailed at three-for-a-quarter, they can still be sold at the popular price of 10 cents. Strawberries and raspberries are only slightly higher than a year ago, and several of the canned fruits are the same or lower. In view of the high price of sugar and of tin, caused by the war, the new quotations are quite reasonable and should mean good sales during the coming season.

Wholesalers in the East, at least some of them, announce a reduction of 10% on practically all of the imported lines, including pickles, biscuits, jams, canned goods, raisins, nuts, spices, etc., and also oatmeal, corn meal, hominy, potato flour and some other staples. This should hardly be considered in relation to trade in general, however, as some of these prices were at the top of the range and the basis is not materially changed.

The splendid control which the British navy is holding over the routes of transportation as shown by the chartering of boats from Mediterranean ports and the calmer and more discriminate buying on the part of the public in addition to the assurance which is given by the raising of embargoes by England have had their effect and conditions may be expected to remain more settled until some new factor is introduced.

Sugar remains in the same position as a week ago, with a big spread between the quotations of the refiners and a bigger range in the trade, but there is not the same demand either on the jobbers or the retailers, although, of course, the refiners see but little change on account of the heavy orders already placed.

Grain products have been the feature of the week so far as advancing prices are concerned. Here it would appear that the prospects for improved transportation are having the opposite effect as in other departments. Export business is on a good basis, although the domestic demand is still keeping the mills pretty busy. An additional advance of 40c was made in flour on the 26th. Rolled oats are also higher, and advances from $1 to $5 a ton are noted for mill feeds.

The cheese situation in Quebec indicates good business on the part of the Government in donating 4,000,000 pounds to the British Government. With this big order and prospects for good export business there has been a material advance in prices. Other commodities in this department are firm.

QUEBEC MARKETS.

Montreal, Sept. 3.—Business has settled materially. Prices for most lines remain firm, but there is no feverish demand. Raising of embargo on tea and rice have resulted in easier prices and general assurance of control by England of ocean routes. One large house announces a reduction of 10 per cent. in practically all lines of imported goods, and in this the fact that there is a weakening demand for anything in way of luxuries is probably important factor. Flour has been advanced another 40c,

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—

Flour advances another 40c.
Rolled oats and packages higher.
Mill feeds advance $1 to $5 ton.

FISH AND OYSTERS—

First oysters to arrive Thursday.
Swordfish now on market.
Scotch herrings arrive.

FRUIT AND VEGETABLES—

Lemons are much cheaper.
Big crop of Quebec apples.
Local vegetables are plentiful.

PRODUCE AND PROVISIONS—

Hogs slightly higher.
Cool weather interferes with demand.
Cheese is firmed and may advance.

GENERAL GROCERIES—

Further settling of conditions.
Molasses advance another 3c.
Rice down 25c cwt.
Tea situation easier.

ONTARIO MARKETS.

FRUITS AND VEGETABLES—

Lemons easier; down to $6.
Peach crop poor; St. John's selling $1 to 75c.
Cantaloupes plentiful and cheap.
Clapp's Favorite and Bartlett pears in.
Tomatoes cheaper.
New potatoes plentiful; good quality.

PRODUCE AND PROVISIONS—

Lard market firmer.
Live hog prices higher.
Cheese advances 1c lb.
Egg market firm; butter easier.

FISH AND OYSTERS—

New oysters poor quality.
Poultry quiet.
Smoked herrings off market.

FLOUR AND CEREALS—

Flour advanced 40c bbl.
Mill feeds went up $1 to $2 per ton.
Graham flour up to $3 to $3.30.

GENERAL MARKETS—

Sugar and tea markets unchanged.
Cream of tartar reaches 80c.
Beans to remain higher.
Tapioca scarce at 8c.
California sultanas substituted for European.
Prunes advaneed ½d.

and situation is firm, with mill feeds up from $1 to $5 ton. Shipments of lemons are coming forward, and the price has receded a couple of dollars a case. Prices still show considerable spread between the different houses, but something like a general basis is rapidly being arrived at. New quotations of Dominion Canners are received, also some new figures for some varieties of salmon. Price readjustments have been affected on tobaccos and on wines and liquors in accordance with the war tax.

SUGAR.—Situation has not changed during week, with exception that the feverishness has gone out of demand. There is still a considerable spread between prices of refiners, and while St. Lawrence is at $5.75, Canada refineries are quoting $5.20. In the jobbers' trade the figures must still be considered as nominal, and quotations are to be heard from $5.55 to $6.50. Reports from New York are that the situation is a trifle easier for the time being, but conditions are very strong in Canada. Refiners are getting orders for more than they can turn out, and are endeavoring to distribute the supply as well as possible.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	5 75
20 lb. bags	5 85
2 and 5-lb. cartons	6 05
Second grade, in 100 lb. bags	5 60
Yellow Sugars—	
No. 3	5 70
No. 2	5 80
No. 1	5 35
Extra Ground Sugars—	
Barrels	6 15
50 lb. boxes	6 45
20 lb. boxes	6 55
Powdered Sugars—	
Barrels	6 15
50 lb. boxes	6 35
25 lb. boxes	6 35
Paris Lumps—	
100 lb. boxes	6 50
50 lb. boxes	6 70
25 lb. boxes	6 80
Crystal Diamonds—	
Barrels	6 55
100 lb. boxes	6 70
50 lb. boxes	6 80
Cartons and half cartons	7 65
Crystal Dominoes, cartons	7 75

DRIED FRUITS.—Where advances of a material character were made in dried fruits following declaration of war there are now some reductions being made by individual concerns, but the basis remains about the same. Condition is that there has been no great demand in this market, and at present the outlook is that there will be supplies from the Mediterranean, and if not, many orders can be taken care of with California goods, which should be comparatively easy in price with the handicaps which exporters will have to face.

EVAPORATED FRUITS.	Per lb.	
Apples, 50-lb. boxes	0 11	0 11½
Nectarines, choice	....	0 11
Peaches, choice	0 09	0 09½
Pears, choice	0 14	0 15
Apricots	0 16	0 20
DRIED FRUITS.		
Candied Peels—		
Citron	0 16	0 20
Lemon	0 10½	0 14½
Orange	0 11½	0 15½
Currants—		
Amalias, loose	0 07	0 11
Amalias, 1-lb. pkgs.	0 08½	0 12½
Filiatras, fine, loose	0 07	0 11
Dates—		
Dromedary, package stock, per pkg..	0 10	0 13½
Fards, choicest	0 11	0 14½
Hallowee, loose	0 05½	0 08
Hallowee, 1-lb. pkgs.	0 07½	0 09½
Figs—		
Finest, 6 crown, about 12 lbs.	0 13	0 13½
Same fruit, 5 and 4 crown, 1 and 2 cents less.		
Prunes—		
40 to 50, in 25-lb. boxes, faced	0 12½	0 13
50 to 60, in 25-lb. boxes, faced	0 11½	0 12
70 to 80, in 25-lb. boxes, faced	0 10	0 10½
80 to 90, in 25-lb. boxes, faced	....	0 09½
95 to 180, in 25-lb. boxes, faced	0 06	0 06½
60 to 70, in 25-lb. boxes, faced	0 10½	0 11
Raisins—		
Malaga table, box of 22 lbs., according to quality	5 00	6 60
Muscatels, loose, 3 crown, lb.	....	0 08½
Sultana, loose	0 14	0 16
Lower grades Sultana, 1 lb. pkgs.	0 15	0 18
Valencia, new	0 06	0 06½
Seeded, fancy	....	0 10½
Seeded, choice	....	0 10

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

COFFEE.—Situation shows no change during week, and trade is adjusting itself to the increases demanded as result of the war tax. The tax itself means an increase of 2 to 3 cents lb., while higher costs of transportation, etc., have been responsible for advances of 4c to 5c all round.

Coffee, Roasted—		
Bogotas	0 30	0 34
Gautemala	0 28	0 32
Jamaica	0 26	0 29
Java	0 34	0 39
Maricaibo	0 29	0 31
Mexican	0 30	0 34
Mocha	0 32	0 36
Rio	0 23	0 26
Santos	0 27	0 29
Chicory, per lb.	0 12	0 15

SPICES.—Peppers are firm, and further advances may be looked for. Cream of tartar is practically out of the market, and, although the price basis has been advanced to 55c and 60c, this is merely nominal, and purchases can not be made at any price except in occasional small lots. Generally speaking, the market is firm, but there is a better outlook than a few weeks ago, and there does not appear to be any serious shortage in sight. Herbs, mustard, extracts, etc., have advanced from 100 to 200 per cent., and supplies are practically cut off.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins, dozen.
Allspice	0 15—0 18	0 60—0 70	0 70—0 80
Cassia	0 22—0 25	0 72—0 90	0 80—0 90
Cayenne pepper	0 30—0 35	1 02—1 15	1 10—1 25
Cloves	0 35—0 40	1 15—1 30	1 25—1 40
Cream tartar	0 55—0 60	1 35—1 60	....—....
Ginger, Cochin	0 21—0 23	....—....	....—....
Ginger, Jamaica	0 25—0 30	0 90—1 05	0 95—1 10
Mace	0 85—1 10	....—....	....—....
Nutmegs	0 30—0 35	1 02—1 20	1 10—1 25
Pepper, black	0 23—0 25	0 80—0 90	0 90—1 00
Pepper, white	0 31—0 32	1 05—1 10	1 10—1 20
Pastry spice	0 25—0 32	0 85—1 10	0 95—1 15
Pickling spice	0 20—0 25	0 75—0 90	0 80—0 95
Turmeric	0 20—0 22	....—....	....—....

Lower prices for pails, boxes or baliers when delivery can be secured.

Cardamon seed, per lb., bulk	2 00	2 50
Carraway—		
Canadian	....	0 12
Dutch	....	0 20
Cinnamon, Ceylon, lb.	....	0 60
Mustard seed, bulk	0 18	0 22
Celery seed, bulk	0 35	0 45
Cayenne chillies	0 25	0 30
Shredded cocoanut, in pails	0 20	0 25

RICE.—Lifting of embargo on rice on part of England has cleared situation somewhat, as shipments which were held up there should now come forward. Result has been a reduction of ¼c lb.—25c cwt.—in prices for Rangoon quality. Other varieties are holding to the same basis, and prices are generally firm, although demand is not quite so strong as during past few weeks.

	Per cwt.
Rangoon Rices—	
Rangoon "B"	3 75
"C.C."	3 65
India bright	3 90
Lustre	4 00
Fancy Rices—	Per cwt.
Polished	5 50
Pearl	5 60
Imperial Glace	5 90
Sparkle	6 10
Crystal	6 10
Snow	6 30
Ice drips	6 45
Carolina bead	8 10

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).

	Per lb.	
Imported Patna—		
Bags, 224 lbs.	0 06½	0 07⅜
Half bags, 112 lbs.	0 06¾	0 06½
Quarter bags, 56 lbs.	0 06⅞	0 06⅝
Velvet head Carolina	0 10	0 11
Sago, brown	0 05	0 05½

MOLASSES.—A further increase of 3c gallon has been made in molasses, and situation is firm on the up-grade. Advance is considered to be fully warranted by increase in prices of sugar, with which market sympathizes strongly; in fact, further increases might be looked for were it not for the reason that there are heavy stocks on hand, and no new goods are looked for until after the new year.

Barbadoes Molasses—	Prices for Island of Montreal. Fancy.	Choice.
Puncheons	.38	.36
Barrels	.41	.39
Half barrels	.43	.42

For outside territories prices range about 3c lower per gallon than for delivery, Island of Montreal.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—	
Barrels, per lb., 3¾c; ½ bbls., 4c; ¼ bbls.	0 04¼
Pails, 38½ lbs., $1.95; 25 lbs.	1 40
Cases, 2 lb. tins, 2 doz. in case	2 65
Cases, 5 lb. tins, 1 doz. in case	3 00
Cases, 10 lb. tins, ½ doz. in case	2 90
Cases, 20 lb. tins, ¼ doz. in case	2 85
Maple Syrups—	
Pure, per 8½ lb. tin	0 75
Pure, in 15 gal. kegs, 8c per lb., or per gal.	1 00
Maple sugar, pure, per lb.	0 10 0 11

DRIED VEGETABLES.— Although situation is generally firm, there is some reduction from top of the market in quotations of several wholesalers. This amounts to nothing more, however, than a narrowing of spread, for in this market nothing like cheap prices can be looked for with a continuance of the war.

Beans—		
Hand picked, per bush.	3 70	4 45
Canadian white, per bush.	3 60	4 20
Yellow, per bush.	3 85	4 50
Yellow eyes, per bush.	4 35	5 00
Lima, per lb.	0 10	0 11
Peas, per bushel	3 40	3 50
Peas, Imperial green, per bush.	3 50	3 60
Barley, pot, per bag	....	3 50
Barley, pearl	....	5 00

NUTS.—Demand is not strong, and there is tendency in certain quarters to reduce prices; but these reductions will rather have effect of bringing quotations to a more uniform basis rather than reducing the market in general. In the trade there is the prospect that stocks can be replenished in due course.

Shelled walnuts, per lb.	0 50	0 52
Shelled almonds, 28-lb. boxes, per lb.	0 52	0 54
Finest filberts	0 14	0 20
Pecans—		
3 crown	0 17	0 18
Large	0 18	0 20
Giants	0 21	0 22
Almonds	0 20	0 25
Walnuts, Grenoble	0 16	0 27
Brazils, new	0 14	0 16
Peanuts, No. 1, 13c; No. 2	....	0 11
Peanuts, No. 3, 9½c; No. 4	....	0 09

TEA.—The raising of the embargo in England has relieved tea situation to some extent, although outlook is very uncertain. Shipments will now be released for Canadian trade, but it should be remembered that stocks in England are comparatively short. Increases at present time show something like 4c to 6c a lb. above the basis in force before outbreak of war; this is somewhat easier

than a week ago. Dealers are expecting that supplies will come freely from Japan and China, but practically nothing is being received in England from Ceylon and India, and it is questionable as to when these shipments will be resumed.

ONTARIO MARKETS.

TORONTO, September 3.—The retailer knows best how to buy at this time. He should be governed by his stocks, his purse and his nerve. Nobody seems able to predict how the markets will be influenced next week. A prominent tea broker, speaking of the uncertainty of things, suggested that at that very moment events might be transpiring in the English Channel which would completely upset the market. In considering tea several facts may be taken into consideration: the embargo may be re-imposed at any hour, few supplies are on the way from India and Ceylon, and stocks in Toronto are practically exhausted. Further than that, little can be said.

In the cases of tea and Mediterranean fruits and many other lines, prices at the source of supply are low, owing to inability to ship. It is the fact that shipping has been hazardous and since stocks in Canada are becoming daily lower that is causing prices here to become so high. Another factor which is playing a great part is the difficulty in financing. Better quotations are secured on sight drafts than on letters of credit, and the former are almost indispensable in countries like Spain and Turkey. Freights on trans-Atlantic shipments are up 50 per cent., but insurance has been reduced considerably. All these factors have a strong bearing on prices. Many lines have shown a weaker tendency during the past week, despite the fact that stocks are low, and shipments difficult to secure. This may be due to the confidence brought about by the success of the British navy in the North Sea.

The embargo, although there are contrary reports, is said to remain on British jams and marmalade, which is important, as the amount exported is enormous. Other lines still affected by the embargo, according to semi-official advices, are:—Olive oil, caster oil, glycerine, quinine, saltpetre, sugar, molasses, condensed milk, golden syrup and treacle.

SUGAR.—There has been little letup in demand for sugar, and prices remain firm at last week's figures. Supplies are more difficult to secure, manufacturers still adhere to their policy of limiting sales to where they are most needed, and overloading is discouraged. It is not expected there will be any increase in price just now, the demand being so great, and the price of raw sugar so high.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.		
100 lb. bags	5 31	5 81
20 lb. bags		5 21
10 lb. bags		5 26
2 and 5 lb. cartons		5 41
Second grade granulated, 100-lb. bags		5 71
Nova Scotia refined, 100-lb. bags		6 10
Extra Ground Sugars—		
Barrels		5 51
50 lb. boxes		4 71
25 lb. boxes		5 91
Powdered Sugars—		
Barrels		5 31
50 lb. boxes		5 51
25 lb. boxes		5 71
Crystal Diamonds—		
Barrels		5 86
100 lb. boxes		5 86
50 lb. boxes		5 96
Paris Lumps—		
100 lb. boxes		5 86
50 lb. boxes		5 96
25 lb. boxes		6 16
Cartons (20 to case)		7 91
Cartons (50 to case)		7 91
Crystal Dominoes, cartons		8 10
Yellow Sugars—		
No. 1		4 21

Barrels granulated and yellow may be bad at 5c per cwt. above bag prices.

DRIED FRUITS.—A letter received here from Smyrna this week states that the Turkish government has prohibited the export of sultanas and figs. A local house have an order from Smyrna on the way, but do not know how they are going to pay for it, so peculiar is the financial situation. In Spain only sight drafts are being accepted. Letters of credit are of little value, and quotations are lower in the first case, the money being secured more easily. The war has had the effect of cheapening dried fruits on primary markets; the trouble is, it is difficult to secure them. California sultanas are being accepted in place of Smyrnas. The quality is fair. A seedless variety of California raisins is being withdrawn. The embargo placed by the Turkish government on dates is said to be firm, yet contracts are being made, subject no doubt to the embargo being raised. Prunes are up ½ cent. Dates are easier, choicest Fards being quoted 12-lb. boxes 9-9½c. Hallowees, 6-6½c. Fancy seeded raisins are quoted 9⅜ to 9½. Valencia raisins are firm at 9 to 9½. Evaporated apples are not in yet. They will be as low as 7 cents for good stocks.

Apples, evaporated, per lb.	0 10½	0 11
Apricots—		
Standard, 25 lb. boxes	0 16½	0 18
Choice, 25 lb. boxes	0 18	0 18½
Fancy	0 22	0 24
Candied Peels—		
Lemon	0 12	0 15
Orange	0 12	0 15
Citron	0 18	0 20
Currants—		
Filiatras, per lb.	0 09½	0 10
Amalas, choicest, per lb.	....	0 10
Patras, per lb.	....	0 10½
Vostizzas, choice	....	0 12
Vostizzas, shade dried	0 13½	0 14
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09	0 09½
Fards, choicest, 60-lb. boxes	0 08½	0 09
Package dates	0 07½	0 09
Hallowees	0 06	0 06½
Prunes—		
30-40s, California, 25 lb. boxes	0 13½	0 14½
40-50s, 25 lb. boxes	0 12½	0 13½
50-60s, 25 lb. boxes	0 12	0 12¼
60-70s, 50 lb. boxes	0 10	0 10½
70-80s, 50 lb. boxes	0 09½	0 10
80-90s, 50 lb. boxes	0 09	0 09½
90-100s, 50 lb. boxes	0 07½	0 08
25-lb. boxes ¼c more.		
Peaches—		
Standard, 50-lb. boxes	0 08	0 08½
Choice, 50-lb. boxes	0 09	0 10
25-lb. boxes ¼c more.		
Raisins—		
Sultana, choice, new	0 10	0 11
Sultana, fancy, new	0 12	0 14
Valencia	0 09	0 09½
Seeded, fancy, 1 lb. packets	0 09¾	0 09½
Seeded, choice, 1 lb. packets	....	0 09½
Seeded, choice, 12 oz.	....	0 08½
Seedless, 16 oz., packets	0 10½	0 11
Seedless, 12 oz. packets	....	0 10

TEA.—The first auction of tea since the war began will be held at Colombo on September 8. No advices are to hand regarding Calcutta, but it is believed that auctions will be held there at the same time as in Ceylon. A cable from Colombo dated Aug. 31 states that the City of Durham will sail on Sept. 3 with a cargo of tea, and a number of other vessels are now said to be on the way. Local brokers have been sending open orders for tea, allowing growers to ship what they think well. Teas in Ceylon and India are cheap, but are expensive in London. Stocks in Toronto are very light, and some are bringing exceptional prices, although the price to the retailer remains unchanged from advances already made, and will remain so if fresh supplies arrive before stocks here are completely exhausted. To give an idea of the condition of the market: A local firm was approached by a broker, who had twenty-seven cases of tea for sale. Of three grades, the second only equalled the firm's lowest grade of package tea. This was offered to them at 37c net cash, whereas their package tea is sold at 29c, and delivered to all parts of the Dominion. The opinion seems to be held generally that the tea market will be easier before long, unless the embargo is proclaimed again by Great Britain.

COFFEE.—Supplies are getting short, as no imports are coming in. There has been no change since the 4c and 5c war tax was imposed.

Coffee, Roasted—		
Bogotas	0 25	0 27
Guatemala	0 26	0 28
Jamaica	0 24	0 25
Java	0 30	0 32
Maricaibo	0 25	0 26
Mexican	0 25	0 27
Mocha	0 29	0 32
Rio	....	0 20
Santos	0 22	0 23
Chicory, per lb.	0 10	0 12

SYRUPS.—Corn syrups and starch are unchanged. Manufacturers are just doing a regular grocery business and refusing all speculative buys. West Indies molasses are firm.

Syrups—	Per case.	
2 lb. tins, 2 doz. in case	....	2 65
5 lb. tins, 1 doz. in case	....	3 00
10 lb. tins, ½ doz. in case	....	2 90
20 lb. tins, ¼ doz. in case	....	2 85
Barrels, per lb.	....	0 03¾
Half barrels, lb.	....	0 04
Quarter barrels, lb.	....	0 04¼
Pails, 38½ lbs. each	....	1 95
Pails, 25 lbs. each	....	1 40
Molasses, per gallon—		
New Orleans, barrels	0 26	0 28
New Orleans, half-barrels	0 28	0 30
West Indies, barrels	0 24	0 26
West Indies, half barrels	0 26	0 28
Barbadoes, fancy, barrels	0 45	0 48
Barbadoes, fancy, half barrels	0 47	0 51
Maple Syrup—Compound—		
Gallons, 6 to case	4 40	4 80
½ gals., 12 to case	4 70	5 40
¼ gals., 24 to case	4 70	5 40
Pints, 24 to case	2 50	3 00
Maple Syrup—Pure—		
5 gallon cans, 1 to case	6 45	6 60
Gallons, 6 to case	6 60	8 00
½ gallons, 12 to case	6 95	7 25
Quarts, 24 to case, in glass	7 00	7 25
Pints, 24 to case	4 00	5 90
Maple Sugar—		
Pure, per lb.	....	0 12½
Maple Cream Sugar—		
24 twin bars	....	1 80
40 and 48 twin bars	3 60	4 85
Maple butter, lb. tins, dozen	....	1 90

NUTS.—Prices are slightly easier on nuts with the exception of shelled almonds and walnuts, both of which are

bringing 60 cents. Almonds are being shipped from Spain, but some shippers refuse to sell. From Bordeaux comes the information that as the men are at the war, it is difficult to get shelled walnuts and shipments are being refused. Orders are not being accepted until December or later. Brazils are easier, selling 10¾ to 11c for medium and 12½ to 13c for medium. Peanuts are almost over; shelled are down to 10½ to 11½c.

	Per lb.	
In shell—		
Almonds, Tarragona	0 17½	0 18
Brazils, medium, new	0 10¾	0 11
Brazils, large, washed, new	0 12½	0 13
Chestnuts, peck	1 75	1 90
Filberts, Sicily, new	0 14	0 15
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 10½	0 11
Peanuts, fancy, roasted	0 09½	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	....	0 17½
Walnuts, Bordeaux	....	0 18
Walnuts, Marbots	....	0 19
Shelled—		
Almonds	....	0 60
Filberts	....	0 27
Peanuts	0 10½	0 11½
Pecans	0 56	0 60
Walnuts	....	0 60

BEANS. — Wholesalers are paying $3.05 per bushel to brokers, and the price, $3.50 to $4, they claim is warranted. Beans have not been so high in many years. New beans will not be in until the middle of October, and as the crop is probably below that of last year, and Austrian beans being eliminated, strong prices should obtain. Old beans are very scarce. Blue peas are about the same. New peas will be in by October. It is hard to estimate what will happen, as farmers hold on tight to their pea crops.

	Per bushel.	
Beans—		
Canadian primes	3 50	4 00
Kidney Beans—		
Brown	....	3 25
Lima, per lb.	0 11	0 12
Peas, blue, Canadian, per bush.	3 00	3 25
Peas, whole, white, per bush.	3 00	3 25

SPICES.—Cream of tartar is up to 80 cents with some firms. In a month's time there will be none, and it will be impossible to replace stocks until the war is over. Pepper market firm; supply is very limited. Compound cream of tartar is bringing 25c to 35c.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	—0 12	—0 18
Allspice, whole	——	—0 17
Cinnamon, whole	——	0 21—0 26
Cinnamon, ground	0 18—0 19	0 21—0 26
Cinnamon, Batavia	——	0 26—0 36
Cloves, whole	——	0 28—0 33
Cloves, ground	0 21—0 26	0 31—0 33
Cream of tartar	0 25—0 35	—0 80
Curry powder	——	—0 27
Ginger, Cochin	0 14—0 17	0 20—0 23
Ginger, Jamaica, ground	0 17—0 20	0 24—0 27
Ginger, Jamaica, whole	——	0 24—0 27
Ginger, African, ground	——	—0 18
Mace	——	0 80—1 05
Nutmegs, brown, 64s, 52c; 80s, 42c; 100s	——	—0 37
Nutmegs, ground, bulk, 47c; 1 lb. tins	——	—0 57
Pastry spice	——	—0 27
Peppers, black, ground	0 12—0 16	0 19—0 22
Peppers, black, whole	——	0 20—0 22
Peppers, white, ground	0 19—0 27	0 33—0 37
Peppers, white, whole	——	0 31—0 33
Pickling spice	——	—0 17
Turmeric	——	0 20—0 28

RICE AND TAPIOCA. — Tapioca is scarce, and cannot be bought first hand at less than 5½c, which brings the price up to 8c by the time it reaches the retailer. Local brokers have placed orders this week at Singapore for supplies, which will be shipped this month. The rice market has been slightly easier since the embargo was removed. Stocks held in Toronto are fair. Rangoon brings 3¾ to 4½, and 4¾ to 5½ for fancy.

Rice—		
Rangoon, per lb.	0 03¾	0 04½
Rangoon, fancy, per lb.	0 04¾	0 05½
Patna, per lb.	0 06	0 07½
Japan, per lb.	0 06½	0 08
Java, per lb.	0 07	0 08
Carolina, per lb.	0 11	0 12½
Sago—		
Brown, per lb.	0 06	0 06½
White, per lb.	....	0 06
Tapioca—		
Bullet, double goat	....	0 10½
Medium pearl	0 07	0 07½
Seed pearl	0 07	0 07½
Flake	....	0 10½

TOBACCOS.—Imperial Tobaeeo Co. announce new priees for tobaceo and cigarettes. Derby cigarettes, $4.50; Sweet Caporal, $4.40; standard plug lines up about 5c. Inereases on imported cigarettes are greater, and retailers are getting an inerease of 5e in many cases. Some wholesalers are reported to have shouldered the whole tax on domestic lines and others a part of it.

WINES AND LIQUORS. — Adjustments have been on liquors to meet the war tax. On imported whiskies the prices have advanced from $1.50 to $2 case and on domestie produets $1 case. These must be taken as average quotations. On the other hand, there has been a reduetion on imported wines; increase which had reaehed $1 gallon has come down to 25c, but may go up again. French wines will be replaeed to some extent with shipments from Spain and Italy if war continues.

CANNED GOODS.

MONTREAL.—New quotations have beeu received from Dominion Canners for the earlier vegetables and fruits, which are considerably higher than a year ago. Some of the leading lines are as follows:—

	Group B.	Group A.
Golden wax beans	92½	95
Standard peas	92½	95
Early June peas	95	97½
Cherries	1.90	1.92½
Raspberries	1.95	1.97½
Strawberries	2.15	2.17½

New quotations have been received on some qualities of canned salmon:

Red Cohoes, 1's, per case	6.00
Red Cohoes, 2's „	8.00
Pink	4.50

These prices are but little higher than the same lines came in at a year ago.

An advance of 25c has been made in prices of condensed milk, being the result of the higher prices for sugar.

MANITOBA MARKETS.

Winnipeg, Sept. 3.—Outside of the movement in prices, which result followed hard upon the declaration of war, one other ehange is now becoming very apparent—this is a change in the system of eredits. The general movement seems to be to call for cash 15 days, instead of cash 30 days. Apparently retailers are falling in readily with this, and are themselves watehing credit much eloser than formerly. It is reported on a number of hands that a big turn towards cash business has occurred during August.

Price changes have been less in number this week than last. Coffee was the one staple product to move upward materially. It is very evident, however, that other products will take further advances before any great lapse of time.

Generally trade is brisk. For the most part orders seem to be wisely made up, enabling retailers to meet all demand without forcing them to carry too large a stock.

Sugar to Go Higher.

SUGAR.—Sugar has taken no further rise this week, but there is every indication that a still higher price will be struck—probably before the next issue of this paper. One serious feature of this market is that all the refineries are behind with their orders, and cannot at present supply enough to provide such stocks as will enable dealers to fill all the needs of their eustomers. It is believed that this trouble will adjust itself in two or three weeks.

One difficulty resulting from the short stocks of sugar which many dealers have, is that this is bringing a reduction in demand for green fruits. People eannot get the sugar whieh will enable them to preserve these fruits, therefore they are not buying the fruits themselves.

The reason for the almost certain further advance of sugar is of course the condition of the raw market. This is quite clearly brought out in a letter which an American sugar refining company has sent out. In this the point is made that the beet sugar, whieh has previously been secured from the countries now at war, amounted to practically 8,000,000 tons, Germany itself having an output of 2,738,000 tons. This constituted about 45 per cent. of the world's supply of raw sugar. It is a certainty that this European erop will be tremendously reduced, and raws will be worth very much more in the States in consequence.

B. C. syrup is higher by about 75 cents per case.

	Per cwt. in sacks.
Sugar, Eastern—	
Extra standard granulated	6 20
Extra ground or icing	6 70
Powdered	6 50
Lumps, hard	7 15
Montreal yellow	5 80
Sugar, Western Ontario—	
Sacks, per 100 lbs.	7 10
Barrels, per cwt.	6 05
Halves, 50 lbs., per cwt.	6 10
Bales, 20 lbs., per cwt.	6 15
Powdered, barrels	6 40
Powdered, 50s	5 75
Powdered, 25s	7 05
Icing, barrels	6 70
Icing, 50s	6 95
Icing, 25s	7 10
Icing, pails	7 00
Cut loaf, barrels	6 80
Cut loaf, 50s	7 05
Cut loaf, 25s	7 30

B. C. Cane Syrups—		
2-lb. tins, 2 doz. to case, per case		3 60
5-lb. tins, 1 doz. to case, per case		4 00
10-lb. tins, ½ doz. to case, per case		3 75
20-lb. tins, 3 tins to case, per case		3 70
(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon tbey are 5c case bigher.)		
Molasses—	Per gal.	
Barbadoes		0 49
New Orleans		0 31
Maple Syrups—	Per case.	
Imperial quarts, case, 2 doz		5 40
Imperial ½ gals., 1 doz.		5 55
New, pure, ½ gal., case		9 00
New, pure, ½ gal., quarts, case 2 doz.		9 70
New, pure, quart bottles, case 2 doz.		9 75

DRIED FRUITS.—Currants are still strong and prospects are all for a shortage during the next six weeks or two months. Prices are high now, and will undoubtedly be maintained for at least that length of time. Apricots are a little easier, but are still being quoted at the same price. There is a likelihood, that they will decline somewhat during the coming week. Peaches, although low now, show no signs of recovery. The sales are extremely heavy, owing to the reasonable prices. Old evaporated apples are practically off the market. The new crop will be on about the middle of September. Prunes are stronger at California points, and indications are for higher prices during the coming year, than obtained during the past twelve months. After the new crop is available, however, prices will decline somewhat from their present high point. The Manitoba quotations will then be put on the basis of the new crop quotations at the primary market. Dates are high and scarce. This condition is sure to continue as long as the war lasts. At the present time there seems small chance of getting new Turkish figs. In all events, these figs will be high and certainly late in reaching the market. Raisins are stronger on the California markets, and it seems certain this strength will be apparent on the Manitoba market in the near future. Raisins at the present prices should be good buying.

Apples, evaporated, new, 25s	0 13	0 13½
Apricots, choice, 25's	....	0 16¾
Apricots, choice, 10's	....	0 16¾
Apricots, standard, 25's	....	0 14
Currants—		
Dry clean	....	0 08¾
Washed	....	0 09¼
1 lb. package	....	0 09
2 lb. package	....	0 18
Vostizzas, 1 lb.	....	0 12
Dates—		
Hallowi, loose, per lb.	....	0 06½
Hallowi, 1 lb. pkgs.	....	0 07¼
Fard dates, 12-lb. boxes	....	1 10
Peaches—		
Standard, 25-lb. boxes	....	0 06¾
Choice, 25-lb. boxes	....	0 07½
Choice, 10-lb. boxes	....	0 08½
Extra choice, 25-lb. boxes	....	0 08⅞
Prunes, in 25-lb. boxes—		
90 to 100	....	0 08½
80 to 90	....	0 09
70 to 80	....	0 11
60 to 70	....	0 12
50 to 60	....	0 13
40 to 50	....	0 13½
Raisins, Valencias—		
Extra select Valencias, 28's, box	....	2 15
Raisins, Sultanas—		
California	....	0 09¾
Smyrnas	0 08	0 12½
Raisins, Muscatels—		
3 crown, loose, 50's	....	0 08¾
3 crown, loose, 25's	....	0 09
Choice, seeded, lb.	....	0 09¼
Extra fancy seeded, lb.	....	0 09¾
Raisins, Australians—		
Lexias, 56-lb. boxes	....	0 08½
12-oz. packages, fancy	....	0 07⅞
12-oz. packages, choice	....	0 07½

TEAS AND COFFEES.—The tea market has been steady during the week. Following the war tax on coffee, however, and owing to the higher rate of transportation and insurance, it has been found necessary to still further advance the price on coffee 1c.

Coffee—		
Rio, No. 5, green	0 18	0 19
Rio, roasted	0 20½	0 21½
Santos, green, No. 4	....	0 20¼
Santos, roasted	0 28½	0 29½
Chicory, per lb.	0 08	0 09
Teas—		
Japaus—		
Extra fine, basket, fired	....	0 45
Fancy	0 35	0 39
Choicest	0 33	0 36
Choice or medium	0 29	0 33
Common	0 24	0 27
India and Ceylon—		
Broken Orange Pekoe	0 32	0 44
Pekoe	0 30	0 34
Pekoe Souchong	0 27	0 30
Souchong	0 25	0 27
China—		
Common Moning	0 21	0 22
Good Paklum	....	0 38
Keemum	....	0 53

BEANS.—These are impossible to get from a wholesale standpoint until the new crop comes on, and this seems likely to be very late, not getting here probably until the last of November. The present stocks of the wholesalers, therefore, will have to supply the demand for the next two months. These stocks, from what can be learned, are none too large, and as long as the war lasts, regardless of new or old crop, bean prices will be very high.

Beans—		
Austrian, hand picked	....	3 30
3 lb. picker	....	3 00
Cal. Lima, per lb.	....	0 06¾
Barley—		
Pot, per sack, 98 lbs.	....	3 60
Pearl, per sack, 98 lbs.	....	5 00
Peas—		
Split peas, sack, 98 lbs.	3 30	3 65
Whole peas, bushel	....	2 25

RICE AND TAPIOCA.—Rice is still high and apparently will go higher in Japan, Siam and Patmos. Tapioca and sago are due for an advance in the near future as the stocks arriving are costing more, owing to transportation charges.

Rice and Tapioca—		
No. 1 Japan, per lb.	....	0 05¾
No. 2 Japan, per lb.	....	0 04¾
Siam, per lb.	....	0 04¼
Patna, per lb.	0 06¼	0 06¾
Carolina, per lb.	....	0 08
Sago, pearl, per lb.	....	0 06¼
Tapioca, pearl, per lb.	....	0 06½

Saskatchewan Crops and Market Situation

Regina, Sask., Sept 3.—(Special.)—Advances are still the order of the day so far as local market situation is concerned. Few, if any, commodities have shown any decrease, while on other hand, practically all staples, and many other lines, still continue to have an upward tendency. The most notable change this week is in flour, which advanced 20 cents per sack, or 40 cents per barrel. Flour is now commanding $3.45 per sack. An advance in cornmeal is anticipated. Sugar market has been cause of considerable speculation as to what the week-end would see, but while the market has been very strong, no notable change in price has taken place. It is still wholesaling at $6.57 per 100 pounds. Raw sugar commanded $6.02 on August 28 on New York market. As was expected, all confectionery this week advanced in proportion to the advances already reported in sugar. The advance amounted to between 10 or 15 per cent. All tobaccos and cigarettes have been considerably advanced. Currants are higher by 2 cents per lb. Gold Seal milk is up 25 cents per case, and cheese has advanced ½c per lb., selling at present for 16⅞ or 17 cents. Egg market has also been affected, wholesalers being required to pay 20 cents for first-class goods, and they will likely be higher. Creamery butter is selling at .29 and dairy at .21.

Produce and Provisions—		
Butter, creamery, per lb.	0 28	0 29
Butter, dairy, No. 1	....	0 21
Cheese, per lb.	0 16⅞	0 17
Eggs, fresh, per doz.	....	....
Lard, 3's, per case	....	7 50
Lard, 5's, per case	....	7 45
Lard, 10's, per case	....	7 40
Lard, 20's, each	....	2 50
General—		
Beans, Ontario, per bushel	....	3 25
Coffee, whole roasted, Rio	....	0 22
Evap. apples, 50's	....	0 12½
Potatoes, new, per bushel	....	1 75
Rolled oats, 20's, 75c; 80's	....	2 85
Rolled oats, bail	....	2 50
Flour, 98's,	....	3 45
Rice, per cwt.	....	4 50
Sugar, standard, gran., per cwt.	....	6 57
Sugar, yellow, per cwt.	....	6 17
Walnuts, shelled, 54c; almonds	....	0 53
Canned Goods—		
Apples, gals., case, $1.61-$1.91, doz.	....	3 82
Broken beans, 2's	....	2 60
Corn, standard, per 2 dozen	....	2 21
Peas, standard, per 2 dozen	2 00	2 05
Plums, Lombard	2 10	2 21
Peaches	....	3 16
Strawberries and raspberries	....	4 71
Tomatoes, standard, per dozen	....	2 65
Salmon, Sockeye, 4 doz. talls, case, 1s	....	10 50
Red springs, 1s	....	6 70
Cohoes, 1's, $6; humpbacks, 1's	....	4 25
Fruits—		
Lemons	....	12 00
Oranges	4 00	4 75
Dried Fruits—		
Currants, per lb.	....	0 11¼

ALBERTA MARKETS.

By Wire.

Edmonton, Sept. 3.—The Edmonton trade has been advised of an increase of 10 cents per pound in tobacco. Evaporated apples are lower, through German demand being cut off. Rolled oats and flour are firm; prices advancing. Meats and vegetables are steady, and rice is higher. Sugar is high in price and difficult to obtain. It is having an effect on preserving.

Produce and Provisions—		
Butter, creamery, per lb.	....	0 26
Butter, dairy, No. 1, 21c; No. 2	....	0 16
Cheese, per lb.	0 16	0 16¼
Lard, pure, 3's, per case	....	7 50
Lard, pure, 5's, per case	....	7 45
Lard, pure, 10's, per case	....	7 40
Lard, pure, 20's, each	....	2 43
General—		
Beans, Ontario, per bushel	3 15	3 25
Beans, Austrian	....	3 35
Coffee, whole roasted, Rio	....	0 16½
Evaporated apples, 50's	....	0 12
Potatoes, new, per bushel	0 60	0 70
Rolled oats, 20's	....	0 79
Rolled oats, bail	....	3 40
Flour, 98's, $3.65; rolled oats, 80's	....	3 00
Rice, per cwt.	....	4 10
Sugar, standard, gran., per cwt.	....	6 80
Sugar, yellow, per cwt.	....	6 15
Canned Goods—		
Apples, gals., case	....	1 85
Corn, standard, per two dozen	....	2 15
Peas, standard, 2 dozen	....	1 95
Plums, Lombard	....	2 20
Peaches	....	3 15

Strawberries, $1.10; raspberries	....	3 90
Tomatoes, standard, per dozen	2 45	2 65
Salmon, sockeye, 4 doz. talls, case, 1s	....	10 25
Cohoes, 1's, $6.75; humpbacks, 1's	....	3 60
Fruits—		
Lemons	8 50	10 00

NEW BRRUNSWICK MARRKETS.

(By wire.)

St. John, Sept. 3.—Nearly all markets are strong but unsettled as to future. Business generally is good. Quotings are still off on different lines. The provision market is firm. Domestic pork is easier at $30 to $31, but no change in American. There has been a change in flour since last week, Manitoba and Ontario being 40 cents higher and are now $7.55 and $7.25. Rolled Oats have also advanced 25 cents, and oatmeal is up 10 cents. Cream of tartar is much dearer, and has advanced to 45 and 48c. Currants are higher and cheese is up. Factories are looking for big business this winter. Outlook is good for potatoes and there is a fine apple crop.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.	....	0 17
Beef, barrel	26 00	27 00
Beef, corned, 1 lb.	3 15	3 30
Pork, American clear, per bbl.	31 00	33 00
Pork, domestic, per bbl.	30 00	31 00
Butter, dairy, per lb.	0 22	0 23
Butter, creamery, per lb.	0 23	0 24
Cheese, new, lb.	0 15¼	0 15½
Eggs	0 26	0 27
Lard, compound, per lb.	0 11½	0 12
Lard, pure, per lb.	0 15	0 15½
Flour and Cereals—		
Cornmeal, gran.	....	6 00
Cornmeal, ordinary	....	2 15
Flour, Manitoba, per bbl.	....	7 55
Flour, Ontario	....	7 25
Rolled oats, per bbl.	....	6 50
Oatmeal, standard, per bbl.	....	7 15
Fresh Fruits and Vegetables—		
Lemons, Messina, box	....	7 00
Oranges, Val., case	4 00	5 50
Potatoes, new, busbel	0 90	1 00
Sugar—		
Standard granulated	7 00	7 10
United Empire	6 90	7 00
Bright yellow	6 80	6 90
No. 1 yellow	6 50	6 60
Paris lumps	8 00	8 08½
Beans, white, per bush.	3 25	3 50
Beans, yellow eyes, per bush.	....	4 50
Canned pork and beans, per case	....	2 80
Molasses, per gal.	....	0 33
Cream of tartar, per lb., bulk	0 45	0 48
Currants, per lb.	0 11	0 11½
Rice, per cwt.	....	6 00

Fall Fairs should go on just as if there were no war. There can be no better method of creating confidence than by acting as if the country were not engaged in any struggle.

PUTTING OUR FAITH INTO PRACTICE.

As soon as the first shoek of the European war was over, manufaeturers and merehants in United States began to ask themselves: "Is it a WORLD ealamity? Cannot WE get something in the way of benefit to make up in part for the trouble it will eause?"

This is a question the people of Canada might well ask themselves.

The people of the United States are awake already to the faet that many of the neeessities of life—yea, and luxuries—that were formerly supplied by Continental Europe must now be produeed in the faetories of United States.

Already there are indieations that the war spells almost feverish aetivity in many lines of business in United States.

This is a time for the manufaeturers of Canada to buekle down to work and make and sell right here at home many of the things the people of Canada have formerly imported from Continental Europe.

And the manufaeturers of Canada ean eount upon the people of Canada to respond to their efforts in this direetion. Canadian patriotism is on fire; Canadians never realized until now how deeply they believe in themselves—how strong is their faith in England, in the Empire, in Canada.

Now is the time for Canadians to APPLY that abiding faith—to earry it into the BUSINESS of life.

This much is certain: Most of what we eat and wear and use for months to eome—perhaps for years—must be produeed on this Continent of North Ameriea.

Many Canadian manufaeturers—already awake to their opportunity —are arranging to get maehinery in motion to supply Canadians with those artieles they have formerly imported—the dresses and millinery and perfumes from France; the silverware, enamelware, and hosiery and eountless other things from Germany; the parasols from Austria; the laees and watehes from Switzerland.

Soon Canadian manufaeturers will begin to tell the people of Canada that THEY—our own manufacturers—have these things for them; soon the merehants of Canada will announee that they are well stoeked with these goods—of home manufaeture. These announeements will eome to the people of Canada in the form of advertisements in the newspapers. Wateh for these advertisements and when they appear read them and respond to them. It is a duty the people of Canada owe to their eountry, their industries, and themselves.

IMPORTANT TO MANUFACTURERS.

If you are in doubt about how to word your announeement, or if you wish advice of any kind, get in touch with the business manager of the Canadian Groeer.

MORE LOBSTERS FOR HOME CONSUMPTION.

One of the effects of the European War will be a greater interest taken in Canadian canned lobster by the retail grocery trade. Heretofore Canada has been exporting a large percentage of her lobster pack to Europe, as the official Government figures will show. During the year ending March 14, Canada exported no less than $2,983,987 worth altogether of this line. The United Kingdom took $1,101,367 worth, France $703,469 worth, Germany $182,033 worth, and Belgium $124,283 worth.

Furthermore, the official figures show that from the first of August last year to the end of December, the exports of canned lobster amounted to $1,494,854 worth, distributed as follows: August, $690,049; September, $344,730; October, $290,580; November, $138,055; December, $31,440. This indicates that only about 50% of the usual exports for the year have as yet left the country, and because of the outbreak of the war about the first of August, the exports to Europe during the latter part of the year will be greatly curtailed if not practically stopped.

From this situation it looks as if canned lobster will become a more familiar article to the grocery trade of Canada, and the consuming public this year than ever before. It is one Canadian product that Canadians will become better acquainted with, due to the war.

EXPERIENCE THAT IS VALUABLE

"Experience is a good teacher," is considered an important axiom, but of what use is experience if we do not profit by it? Many men are to-day behind counters who have ever so much experience who do not profit much by it. When there is something to be learned, their minds are somewhere else. They do not like it because some comparative newcomer has been pushed ahead of them, but the proprietor or manager sees that the newcomer belongs to the get-ahead class, that he is an apt student of the business, makes what he learns count in the business, and does his work not only faithfully, but intelligently. Experience is of the greatest value to the man who is anxious to learn, but with the indifferent man whose mind, heart and soul are not in his work, experience doesn't amount to much. The thing to do is to learn all one can, and thus qualify for promotion. There is much more demand for "those who know" than for the commonplace men.

Flour Advances Again 40 Cents Per Barrel

Rise Went into Effect After Paper Went to Press Last Week—Due to Higher Wheat Situation—Cornmeal Market Firm and Mill Feeds Are Higher.

MONTREAL.

FLOUR.—Important price advances have been made in grain products during the week, chief of which was an increase of 40c in flour, which was announced on the 26th, and went into immediate effect. The increase came in the face of lighter demands for the domestic trade, but this was to be expected, as the phenomenal business could hardly continue; although even yet the demand is strong, and some of the mills have not been able to give any attention to export. Continuance of the war and the foreign situation in general appears to be the influence in the advance. Export bids are on a good basis, and there is a demand for everything that can be spared above the domestic business. Some trouble is reported regarding transport, but nothing to seriously interfere with the demand. The situation generally is firm on the advance.

Manitoba Wheat Flour—		Per bbl.
First patents	....	6 70
Second patents	....	6 20
Strong bakers'	....	6 00

Flour in cotton sacks, 10 cents per barrel more.

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	6 35	6 60
90 per cent.	6 00	6 20
Straight roller	5 80	6 00
Blended flour	5 85	6 35

CEREALS.—Higher prices are quoted for cereals, and there is a spread between the quotations of some of the mills, which no doubt is more emphasized in the trade. Rolled oats have gone up materially and rolled wheat slightly. The Quaker Oats Company announce a second advance of 15c on package goods, taking effect on Tuesday. This is the second advance since the war outbreak, the difference being $4.30, as compared with $4.

Cornmeal—	Per 96-lb. sack.	
Kiln dried	2 30	2 45
Softer grades	1 95	2 20
Rolled Oats—	90's in jute.	
Small lots	3 00	3 20
25 bags or more	2 90	3 10

Rolled oats in cotton sacks, 5 cents more.

Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.

Rolled Wheat—	100-lb.	bbls.
Small lots	....	3 50
Hominy, per 98-lb. sack	....	2 70

MILL FEEDS. — Important price changes have been made throughout this department, ranging from one to five dollars a ton. The demand is very strong, and continues so despite the fact that the mills are working full capacity. It is stated, however, that the operations have not been on the twenty-four-hour basis long enough to make any material difference in the stocks on hand, and these were very low. Again all products of grain are bound to be firm under the existing conditions.

Mill Feeds—	Car lots,	per ton
Bran	....	25 00
Shorts	....	27 00
Middlings	....	30 00
Wheat moulee	....	30 00
Feed flour	32 00	36 00
Mixed chop, ton	....	36 00
Crushed oats, ton	....	36 00
Barley, pot, 98 lbs.	3 00	4 00
Oats, chop, ton	....	36 00
Barley chop, ton	....	36 00

TORONTO.

FLOUR.—Speculation in the wheat market has had its effect on the price of flour, which was raised in price 40 cents per barrel all around. It is not expected that another rise will take place just yet, as the wild rush experienced about the first of the month of August has pretty well died out, and the demand now is only for immediate requirements. The mills are all behind with their orders as a result of the August rush.

Manitoba Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
First patent	6 80	6 60
Second patent	6 30	6 10
Strong bakers	6 10	5 90

Flour in cotton sacks, 10c per bbl. more.

Winter Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
Fancy patents	5 50	5 30
90 per cent.	5 10	4 90
Straight roller	5 00	4 80
Blended flour	5 35	4 95

CEREALS.—No further change has taken place in the price of rolled oats since that of last week. The market is reported to be strong. Graham flour has advanced, and is now quoted at $3 to $3.30. This is no doubt due to the high corn market. All grains are advancing.

Barley, pearl, 98 lbs.	....	5 00
Buckwheat grits, 98 lbs.	5 50	6 00
Corn flour, 98 lbs.	2 50	3 00
Cornmeal, yellow, 98 lbs.	2 65	2 75
Graham flour, 98 lbs.	3 00	3 30
Hominy, granulated, 98 lbs.	....	3 00
Hominy, pearl, 98 lbs.	....	3 00
Oatmeal, standard, 98 lbs.	....	3 63
Oatmeal, granulated, 98 lbs.	....	3 63
Peas, Canadian, boiling, bush.	....	3 00
Peas, split, 98 lbs.	....	5 00
Rolled oats, 90-lb. bags	3 30	3 40
Rolled wheat, 100-lb. bbl.	3 65	3 80
Rye flour, 98 lbs.	....	3 60
Wheatlets, 98 lbs.	....	4 00
Whole wheat flour, 98 lbs.	....	4 00

MILL FEEDS.—Mill feeds advanced $1 to $2 per ton on August 26, together with flour, owing to strengthening of the wheat market. The demand is exceptionally good for this season of the year.

Mill Feeds—	Mixed cars,	per ton
Bran	25 00	27 00
Shorts	27 00	29 00
Middlings	29 00	31 00
Wheat moulee	....	30 00
Feed flour, per bag	....	1 60

WINNIPEG.

FLOUR AND CEREALS.—On Friday of last week a still further change in flour was struck. This rise was 30c a bbl. The advance is entirely the result of higher prices for wheat on the exchange. Along with the advance in wheat have come advances in oats, and as a result cereals moved upward about 40c. Rolled oats are now quoted at $2.80 and oatmeal at the same figure. The heavy buying of oats by the government for war purposes is said to have been one of the principal causes for these advances. Millers generally seem to be looking for still higher prices, although they say there is no certainty to the market at present.

Manitoba Wheat Flour—		Per bbl.
First patents	....	6 40
Second patents	....	5 80
Strong bakers'	....	5 10
Cereals—		
Rolled oats, per 80 lbs.	....	2 80
Oatmeal, fine, standard and gran'd, 98 lbs	....	2 80

SURVIVAL OF THE FITTEST.

Try as we will, says Associated Advertising, we can never escape from the truth that the fit survive and the unfit decline, according to the adaptability or inadaptability to environment. There is no luck; there is no chance. Back of every result is cause. A business succeeds because it proves itself fit to serve the public. Businesses that fail merely prove their unfitness. The wise man feeds his body nourishing food because he knows that without nourishing food he cannot live and grow. The man who feeds his mind and neglects his body is a fool. The manager who gives all his thought to the officers and stockholders of his store, who plans for their comforts and for their profits, and who neglects to give careful thought to the workers in the ranks is preparing his store for sickness and death. The managers may be the mind of the store, but the workers are its body.

GOOD GRAIN PRICES.

Edmon, Alta, Sept. 3.—(Special).—While some dislocation of business has resulted from the European war, merchants in Edmonton and throughout central and northern Alberta are more optimistic than a month ago. The country generally is in excellent shape. Enormous crops are reported and prices of grain, hay and livestock are higher than usual. However, dealers do not look for any undue increases in foodstuffs. On the other hand, the property owners are meeting tenants half way in the matter of rent reductions. Collections are fairly good. The banks are not extending credits, but the situation is more promising than at any time since the outbreak of hostilities in Europe. There is a general feeling throughout the city that the war will help rather than hinder the Province of Alberta in a commercial way.

Lemons Take Drop; Now Coming via New York

Are, However, Not Very Plentiful—Peaches a Little Easier but Not Coming Rapidly—Plenty of Tomatoes, and Price is Reasonable—Potatoes Are Cheaper.

MONTREAL.

FRUITS.—With the weather rather cool for the season there has not been a strong demand, while at the same time the war may also be responsible to some extent for a falling off of business in imported fruits, although there has not been an advance in price, and if anything the tendency is in the other direction. The lemon situation has greatly improved and $5 to $6 is now being paid. Supplies have been coming forward via New York, and there is no immediate apprehension of serious interference though transportation expenses will be higher. Native apples are coming in plentifully and the prospects are for an unusually big yield which will surpass that of last year in this province. Ontario fruits are coming freely now; there are good shipments of plums, but peaches are very scarce and for this reason the prices remain high. The Montreal melon season is now at its best and the crop is a good one. Oranges, grapefruit, cantaloupes, plums, pears, grapes, etc., are all quoted at somewhat lower prices.

Apples—		
Dutchess, bbl.	2 50	3 00
No. 1 Winesaps, box	....	3 00
Bananas, crate	2 00	2 50
Grapefruit, 54-64-80-96 aize, case	4 50	4 00
Grapes, Cal., box	2 25	3 00
Grapes, Can., small basket	0 40	0 50
Cocoanuts—		
100 to 150 aize	....	4 25
Lemons, Messinas—		
Extra fancy, 300 size	....	6 50
Fancy, 300 size	....	6 00
Choice, 300 size, bags	....	5 00
Limes, small boxes	....	1 25
Oranges—		
California, late Valencia, 176-200-216-250	....	3 50
California, 126-150 size, box	....	3 50
Blueberries, basket	....	1 50
California cantaloupes, per crate of about 45	....	4 50
Watermelons, each	0 50	0 60
Peaches, per box	1 50	2 00
Plums, per crate	1 75	2 25
Plums, Canadian, basket	0 75	1 00
Peaches, Canadian, basket	0 75	1 00
Pears, basket	0 60	0 90
Pears, Cal., box	3 25	3 50
Canadian cherries, per basket	0 90	1 00

VEGETABLES.—Season is now at its height, although cool weather has to some extent interfered with the demand. Grocers at this time of the year make practically all of their purchases on the open market. Prices are generally easy. Quebec tomatoes now hold the market and few are coming from Ontario. Season has been a good one, and the prices have been reasonable.

Beans, wax, basket, Canadian	....	0 75
Beans, green, basket, Canadian	....	0 75
Beans, native, bushel, 17-20 lbs.	1 50	1 75
New beets, doz.	....	0 75
Cabbage, per dozen	....	0 50
Cabbage, new, per bbl.	....	2 00
Corn, dozen	....	0 25
Carrots, new, doz.	0 40	0 50
Cauliflower, native, doz.	....	1 50
Cucumbers, dozen	....	0 25
Celery, bunch	1 00	1 25
Egg plant, per dozen	2 50	3 00
Lettuce, head, per doz.	....	0 50
Curly lettuce, per box, 3 to 4 doz.	....	0 50
Mushrooms, basket, 4 lbs.	....	2 50
Onions—		
Spanish, per case	....	4 25
Spanish, crates	....	1 25
New Egyptian, per lb.	0 05½	0 06
Native, per doz. bunches	....	0 75
Red, 100-lb. bags	....	3 50
Parsnips, new, per doz. bunches	....	3 00
Parsley, Canadian, per doz. bunches	0 50	0 60
Peas, native, bushel, 17-20 lbs.	1 00	1 25
Peppers, green, 3½ qt. basket	....	0 75
Potatoes—		
Montreal, new, bag	....	1 25
Montreal, new, barrel	3 00	3 50
Potatoes, new, sweet, Jersey, hpr.	....	2 50
Rhubarb, dozen	0 15	0 25
Spinach, Montreal, in boxes	....	0 50
Sour grass, per box	1 00	1 25
Turnips, Quebec, bag	....	1 50
Turnips, Canadian, bag	....	1 00
Tomatoes, Ontario, basket	....	0 50
Tomatoes, Montreal, box	....	0 75
Quebec, box	....	2 25

TORONTO.

GREEN FRUITS.—Lemons are easier. They were quoted at $7 last week, and brought $6.50. Some wholesalers have them; others have none. They will sell at $6 this week. Cantaloupes, which brought 75c for crates last week, are selling at 60c now; 11 qt. baskets bring 15 to 35c. Lots of plums on market, bringing 30 to 40c; few open baskets at 60c. Peaches should be along by this. It is believed the crop is almost a failure. Yellow St. Johns are bringing $1 and some $1.25. Last week 11-qt. baskets brought $1.40. The price this week should be down to 75c. Canadian grapes are slow in making appearance. Moore's Early, 6-qt. leno baskets, are bringing 45c. Malagas are firm at $2 case, and are nearly over. Tokeys are rather plentiful. Bartlett pears bring 30c to 50c basket, according to size. Open baskets bring $1. Clapp's Favorite sell 25c to 40c basket. Flemish Beauties and Anjus are expected.

Apples—		
Canadian, basket	0 20	0 45
Duchess, bbl., Can.	2 00	2 50
Bananas, per bunch	1 50	2 00
Blueberries	1 50	1 75
Cantaloupes—		
Canadian, 11-qt. basket	0 15	0 35
Canadian, 16-qt. basket	....	0 55
Bushel basket	....	0 90
Cocoanuts, sack	....	3 75
Grapes—		
Moore's Early, 6-qt. bkts.	....	0 45
Malagas, case	....	2 00
Oranges—		
California, late Valencias	3 00	3 25
Lemons, Verdilla	....	6 00
Limes, per 100	....	1 25
Plums, Can., basket	....	0 30
Pears—		
Bartletts, basket	0 30	0 50
Clapps Favorite	0 25	0 40
California, box	2 00	2 50
Peaches, Can., yellow, St. Johns	....	1 00
Peaches, ½ baskets, fancy	0 65	0 75
Peaches, Cal., crate	1 10	1 25

VEGETABLES.—Cabbage and good cauliflower are scarce, and will be for a week. Lots of cucumbers, and price is down from 25c to 15c. Green peppers are considerably cheaper. Tomatoes are not coming in as plentifully as they should, but price is reasonable—25c to 30c, and 50c for fancy open baskets. Toronto gardeners have grown a lot of tomatoes this year, and are selling as low as 25c bushel. Until the gardeners' supplies are down, tomatoes will not be so important on the market. New potatoes are plentiful, New Brunswick stocks having come in well. Quality is good, and prices are down to $1 per bag. Sweet corn brings 8c per doz., and common corn is selling at 6c.

Beets, Canadian, new, doz. bunches	0 20	0 30
Beans, Canadian, basket	0 25	0 30
Cabbage, Canadian, crates	1 00	1 25
Carrots, Canadian, new, doz. bunches	0 25	0 30
Cucumbers, Canadian, basket	0 15	0 25
Gherkins	0 40	0 75
Celery, doz.	0 35	0 40
Corn, per doz.	0 08	0 10
Lettuce, doz.	0 15	0 25
Mushrooms, per lb.	0 60	0 75
Onions—		
Green, long, doz. bunches	0 20	0 30
Spanish, big crate	....	4 25
Can., 100-lb. bags	....	3 50
Can., 75-lb. bags	....	2 75
Green peppers, basket	0 35	0 50
Potatoes, new, Canadian, per bag	....	1 00
Parsley, basket	0 25	0 50
Rhubarb, per dozen	....	0 30
Spinach, Canadian, bush.	0 40	0 50
Tomatoes, Canadian, basket	0 25	0 30
Radishes, Can., per doz.	....	0 25

WINNIPEG.

GREEN FRUITS.—The week has seen a still further advance in the price of lemons, Californians now being quoted at $11. What other changes there have been are in a downward direction. Peaches, which become more plentiful, are quoted at $1.10. B. C. Plums are now on market taking place of Californias, and as result price here has dropped to $1.10.

The volume of business being done is somewhat curtailed, by reason of the scarcity of sugar, which makes preserving more difficult.

Apples—		
Washington	....	1 75
Bananas, lb.	....	0 04½
Grapefruit, 54-64-80 size, case	....	6 50
Lemons—		
California	....	11 00
Messina	....	18 00
Oranges—		
California Valencias	....	4 00
Peaches, fresh, Cal.	....	1 10
Plums, fresh, B.C.	....	1 10

VEGETABLES.—Aside from onions, very little imported stuffs are now being handled by the wholesaler. Local vegetables are filling the demand.

Head lettuce, Minnesota, hampers	....	3 50
Head lettuce, Cal., crate	....	4 50
Onions—		
Cal., 100-lb. sacks	2 25	2 50
Parsley, per doz. bunches	....	0 40
New potatoes, per bush.	....	1 20
Tomatoes, Ont., basket	0 50	0 60

New Oysters Begin to Make Their Appearance

Shipments Later Than Usual—Prices Likely to be Little Higher Than Last Year—Not More Than Five Cents a Gallon in Toronto —Good Business in Fish.

MONTREAL.

FISH AND OYSTERS.—First shipments of Malpeque oysters of the season from private beds are expected to arrive about Thursday of this week. Prices will be about the same as year ago so far as known. There is considerable interest being displayed in the trade, and demand appears likely to be better than usual.

Business continues good in fish. War conditions and the higher prices for meats seem to be having a good effect, which is seen particularly in the demand for fresh varieties. High prices continued for imported stocks, some shipments of which are reported as arriving despite the embargo.

TORONTO.

FISH AND OYSTERS.—New stock of oysters are coming in, but so far not so good as that of last year. The reason is as follows:—Oysters require four weeks to recuperate after coming out of spawn, and it takes that time for the young oyster to be strong enough to be moved. It is not usual to disturb oysters on good beds until a month after spawning. As spawn was late this year, stock from good beds will not be obtained until September 15. Stock will be good as far as future is concerned, and will be about 5 cents a gallon higher than a year ago.

Smoked herrings are off the market, but will be back again as soon as the weather is a little cooler, which will be in a month's time. Trout and whitefish have been scarce during the last two weeks. A few shipments are in this week, but it will be two weeks before trout and whitefish are plentiful again. Good supplies of halibut are coming in. There is a good demand for everything.

FRESH FISH.

	Montreal	Toronto
Halibut, fancy, express, per lb.	0 11	0 12
Haddock, fancy, express, lb.	0 04	0 07
Steak cod, fancy, express, lb.	0 06	0 08
Market cod, per lb.	0 05	....
Flounders, fancy, express, lb.	0 07	0 08
Gaspe salmon, per lb.	0 17	....
B. C. salmon	....	0 17
Chilled salmon	0 15	....
Buck shad, fancy, express, each	0 30	....
Roe shad, fancy, express, each	0 60	0 80
Dressed bullheads, per lb.	0 10	....
Brook trout, per lb.	0 30	...
Whitefish, per lb.	0 13	0 12
Lake trout, per lb.	0 13	0 12
Bluefish, per lb.	0 13	0 12
Herrings, per 100 count	1 50	1 75
Herring	....	0 07
Dore, per lb.	0 13	0 12
Mackerel, per lb.	0 11	....
Swordfish	0 10	0 12
Striped bass, per lb.	0 15	0 15
Pike, per lb.	0 08	0 08
Perch, per lb.	0 05	0 07
Sea bass, lb.	0 10	0 12
Carp	0 08	....
Eels	0 08	0 08

SMOKED FISH.

	Montreal.	Toronto.
Haddies, per lb.	0 08	0 08
Haddies, 15-lb. and 30-lb. boxes, lb.	.07½-.08	.08-.09
Haddies, fillets, per lb.	.11	.12
Haddies, Niobe, boneless, per lb.	.10	...
St. John bloaters, 100 in box	1.20	1.20
Yarmouth bloaters, 60 in box	1.20	1.20
Smoked herrings, medium, box	.16	...
Smoked boueless herrings, 10-lb. box	1.20	...
Kippered herrings, selected, 60 in box	1.00	1.25
Kippered herrings, ordinary, 60 in box	1.10	1.20
Smoked salmon, per lb.	.25	.23
Ciscoe herrings, basket of 15 lbs.	1.75	1.80
Smoked eels	.12	.10
Smoked halibut	...	.20

FROZEN FISH—SEA FISH.

	Montreal.	Toronto.
Salmon—Gaspe, large, per lb.	....	.12
Salmon, red—steel heads, per lb.	.12-.13	.12-.13
Salmon, red—sockeyes, per lb.	.10-.11	.11
Salmon, red—Cohoes or silvers, lb.	.10	.11
Salmon, pale qualla, dressed, per lb.	.07-.07½	.06½
Salmon, pale qualla, dressed, per lb.	.07-.07½	.06½-.09
Halibut, white western, large and medium, per lb.	.07½-.08	.09
Halibut, eastern chicken and medium, per lb.	.09	...
Mackerel, bloater, per lb.	.07-.08	.09
Haddock, medium and large, lb.	.06½-.06	.07-.08
Market codfish, per lb.	.06-.06½	.07-.08
Steak codfish, per lb.	.06½-.07	.09
Canadian soles, per lb.	.08	...
Blue fish, per lb.	.16-.17	.15

FROZEN—LAKE AND RIVER.

White fish, large, per lb.	.10-.11	.10-.11
White fish, small tulibees, per lb.	.06½-.07	.06½
Lake trout, large and medium, lb.	.11-.12	.12
Dore, dressed or round, lb.	.09-.10	.09-.10
Pike, dressed and headless, lb.	.06½-.07	.06
Pike, round, per lb.	.06-.06½	.07-.08

PICKLED FISH.

Salmon, Labrador, tierces 300 lb.	21 00	....
Salmon, Labrador, bbls., 200 lbs.	15 00	....
Salmon, Labrador, half bbls., 100 lbs.	8 00	....
Salmon, B.C., bbls.	15 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lb.	12 00	....
Sea trout, Labrador, bbls., 200 lb.	11 50	....
Sea trout, Labrador, half bbls., 200 lb.	6 50	....
Mackerel, N.S., bbls. 200 lb.	12 00	....
Mackerel, N.S., half bbls., 100 lb.	7 00	....
Mackerel, N.S., pails, 20 lb.	1 75	....
Herrings, Labrador, bbls.	6 00	....
Herrings, Labrador, half bbls.	3 50	....
Herrings, Nova Scotia, bbls.	6 00	....
Herrings, Nova Scotia, half bbls.	3 25	....
Lake trout, half bbls.	..	8 00
Quebec sardines, bbls.	5 00	....
Quebec sardines, half bbls.	2 75	....
Tongues and sounds, per lb.	0 10	....
Scotch herrings, imported, half bbls.	8 00	....
Holland herrings, imp'ted milkers, hf bbls	7 00	....
Holland herrings, imp'ted milkers, kegs.	0 85	....
Holland herrings, mixed, half bbls.	7 00	....
Holland herrings, mixed, kegs	0 75	0 65
Lochfyne herrings, box	1 35	....

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb	7 50	7 50
Dried hake, medium and large, 100 lb.	7 00	....
Dried pollock, medium and large, 100 lb.	7 00	....
Dressed or skinless codfish, 100-lb. case.	7 00	7 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs per lb.	0 07½	0 08
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 30-lb. boxes.	0 10	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, ½-lb. each, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standards, solid meats, gal.	1 80	....
Standards, ordinary, gal.	1 50	....
Selects, per gal.	2 00	....
Best clams, imp. gallon	1 50	....
Best scollops, imp. gallon	2 00	....
Best prawns, imp. gallon	2 00	....
Best shrimps, imp. gallon	2 25	....
Sealed best standards, quart cans, each	0 35	....
Sealed best select, quart cans, each	0 45	....

OYSTERS, CLAMS, MUSSELS AND SHELL FISH CRUSTACEANS, ETC.

Cape Cod shell oysters, per bbl.	12 00	....
Malpeque, shell oysters, selected J.A.P., per bbl.	10 00	....
Malpeque, shell oysters, C.C.I., bbl.	12 00	....
Clams, per bbl.	6 00	....
Mussels, per bbl.	6 00	....
Live lobsters, medium and large, lb.	0 25	....
Boiled lobsters, medium and large, lb.	0 16	....
Soft shelled crabs, doz.	....	....
Winkles, bush.	....	....
Little Necks, per 100	....	....

CONFIDENCE DISPLAYED BY MARITIME DEALERS.

(Continued from page 32.)

turally a contraction in business. A month or so, however, prior to the opening of the war there was a considerable revival evident, but the war is causing some uneasiness. Quite a number of laborers have been laid off.

M. A. McLeod, Charlottetown, P.E.I., is quite optimistic regarding the crops in that district. "The outlook is good," he says. "Haying is over and the crop turned out well. Everything points to a bumper crop of grain, roots and vegetables." The business with Mr. McLeod has shown an increase over last year, but on account of the war he finds it difficult to estimate the future. He tells of people laying in heavy stores of goods when the trouble broke out. Flour to the extent of three barrels and whole chests of tea, with other articles in proportion, were among the goods laid away. This he thinks will make things a little quiet later on.

GEORGE E. PEARSON,

Member of the MacLean Publishing Co.'s editorial staff, Toronto, who goes to the front with No. 1 Company Princess Patricia Light Infantry. Mr. Pearson is a splendid type of man and has many warm friends throughout the country.

The Princess Patricia Light Infantry, which is now recruited up to its full strength of 1,000 men, will be the first Canadian force to leave for the front.

The regiment is practically all composed of veterans, either Canadian or British, who have seen active service. They present a splendid appearance, and will undoubtedly create a most favorable impression on landing in England. Before crossing the channel the regiment will probably be given a little further training at Aldershot or Salisbury Plains.

After reviewing the Princess Patricia Light Infantry the Minister of Militia, Col. Hughes, sent a cable to Earl Kitchener stating that there was no finer regiment to be found in the world.

Butter Market Shows Declining Tendencies

Cheese the Only Market Advancing This Week—New Goods up from ¾ to a Cent a Pound—Pure and Compound Lard Firm—Hogs Are Higher.

MONTREAL.

PROVISIONS.—With cool weather business has not been so brisk as might be looked for at this time of year. Situation remains firm, with still higher prices being quoted for carcases, although there has been no change in any of the priees to the trade. Lard continues firm, with some indication of higher priees.

Hams—	Per lb.	
Medium, per lb.	0 19	0 20
Large, per lb.	0 18½	0 19
Backs—		
Plain, bone in	....	0 24
Light, per lb.	....	0 22
Boneless	....	0 26
Peameal	....	0 27
Bacon—		
Breakfast, per lb.	0 18	0 19
Roll	....	0 17
Shoulders, bone in	....	0 15
Shoulders, boneless	....	0 16½
Cooked Meats—		
Hams, boiled, per lb.	....	0 29
Hams, roast, per lb.	....	0 29
Shoulders, boiled	....	0 27
Shoulders, roasted	....	0 28
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	....	0 15½
Long clear bacon, 80-100 lbs.	....	0 14½
Flanks, bone in, not smoked	....	0 15½
Barrelled Pork—	Per bbl.	
Heavy short cut mess	....	0 32
Heavy short cut clear	....	0 32
Clear fat pork	....	31 00
Clear pork	....	30 00
Lard, Pure—	Per lb.	
Tierces, 50 lbs. net	....	0 13¾
Tubs, 50 lbs. net	....	0 14½
Boxes, 50 lbs. net	....	0 14
Pails, wood, 20 lbs. gross	....	0 14¼
Pails, tin, 20 lbs. gross	....	0 13¾
Cases, 10-lb. tins, 60 in case	....	0 14½
Cases, 3 and 5-lb. tins, 60 in case	....	0 14¾
Bricks, 1 lb., each	....	0 15
Lard, Compound—		
Tierces, 375 lbs., net	....	0 10¾
Tubs, 50 lbs., net	....	0 11
Boxes, 50 lbs., net	....	0 11
Pails, wood, 20 lbs., net	....	0 11¼
Pails, tin, 20 lbs., gross	....	0 11¼
Cases, 10-lb. tins, 60 in case	....	0 12
Cases, 3 and 5-lb. tins, 60 in case	....	0 12
Bricks, 1 lb. each	....	0 13
Hogs—	Per cwt.	
Dressed, abattoir killed	14 25	14 15

CHEESE.—It looks as if the action of the Quebec Government in giving 4,000,000 pounds of cheese to Great Britain has been a good business move in the interests of the cheese industry. The result was to ease the situation at a time when exports could not be made, and now with export business resumed there is a demand which has driven the price up ¾c lb. It is also significant from the price standpoint that the receipts at the present time are almost 20 per cent. behind the same time a year ago.

Cheese—		
New make	0 15¾	0 16¼
Old specials, per lb.	....	0 17
Stilton	....	0 18

BUTTER.—Situation is very easy, with slackening in demand from England and Vancouver. Orders from Western coast are expected to pick up shortly, but from England the report is that the high price of butter has resulted in a falling off in the consumption, and that the people are being content with cheaper substitutes.

Butter—		
Finest creamery, new milk	0 29	0 30
Dairy butter	0 21	0 23

EGGS.—The market continues firm, and there is an upward tendency to prices, which at present are without change. Dealers at country points are asking more than packers are willing to pay. Situation is firm.

Eggs, case lots—	Per dozen.	
New laids	....	0 30
Selects	....	0 28
No. 1s	....	0 25
Splits	0 20	0 22

HONEY.—First of the new honey now being offered to trade. Clover in comb is being sold at 19c. Heavy stocks of old supply on hand keep the market easy, despite shortness of new crop.

	White Clover per lb.	Buckwheat per lb.
Honey—		
Barrels	0 11½	0 08
Tins, 60 lbs.	0 12	0 09
Tins, 30 lbs.	0 12½	0 10
Tins, 5 and 10 lbs.	0 12½	0 10
Comb, 13-14 oz. section	0 19—0 20	0 15—0 16

POULTRY.—Small supplies of fresh poultry are being received, and price continues low, with dealers endeavoring to push frozen stock. Present offers do not warrant big consignments.

POULTRY.

Fresh stock—	Live.	Dressed.
Broilers, per lb.	0 15—0 17	0 18—0 20
Ducks, milk fed	0 12—0 13	0 15—0 16
Fowl	0 13—0 15	0 16—0 18
Geese		0 15—0 16
Turkeys, spring		....—0 23
Turkeys, old Tom		....—0 23
Milk fed chickens, lb.		0 20—0 23
Milk fed broilers, lb.		0 25—0 28

TORONTO.

PROVISIONS.—The principal change in this market is an advance in price of ½ cent on pure and compound lard. Packers report that the demand is good, but that money is hard to get. The prices of live and dressed hogs have advanced considerably recently, and the price of meats, packers say, is not too high in view of this advance.

Hams—		
Light, per lb.	0 20	0 20½
Medium, per lb.	0 19½	0 20
Large, per lb.	0 18	0 19
Backs—		
Backs, per lb.	0 24	0 25
Boneless, per lb.	0 25	0 26
Pea meal, per lb.	0 25	0 26
Bacon—		
Breakfast, per lb.	0 20	0 20½
Roll, per lb.	0 15½	0 16
Shoulders, per lb.	0 14½	0 15
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 14½	0 14¾
Cooked Meats—		
Hams, boiled, per lb.	0 27	0 28
Hams, roast, per lb.	0 27	0 28
Shoulders, boiled, per lb.	0 23	0 24
Shoulders, roast, per lb.	0 23	0 24
Barrelled Pork—		
Heavy mess pork, per bbl.	26 00	28 00
Short cut, per bbl.	30 00	32 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 13	0 13½
Tubs, 60 lbs.	0 13¼	0 13½
Pails, 20 lbs., per lb.	0 13¾	0 14
Tins, 3 and 5 lbs., per lb.	0 14	0 14½
Bricks, 1 lb., per lb.	0 14¾	0 15½
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 10	0 10½
Tubs, 50 lbs., per lb.	0 10¼	0 10¾
Pails, 20 lbs., per lb.	0 10½	0 11¼
Hogs—		
F.O.B., live, per cwt., off car	....	9 75
Live, fed and watered, per cwt.	....	10 10
Dressed, per cwt.	14 50	15 00

BUTTER.—Market is steady at the last advance. Another rain has improved the pasture, so that the flow of milk should be large, and prices easier. Prices are not expected to go higher just now. Wholesalers profess not to see any particular reason why it should have advanced as much as it did, not being affected directly by the war. While conditions seem to indicate a drop in price next week, it is not absolutely known on the market whether this will take place.

Butter—		
Creamery prints, fresh made	0 30	0 31
Separator prints	0 26	0 28
Dairy prints, choice	0 25	0 26
Dairy, solids	0 22	0 24
Bakers	0 18	0 20

CHEESE.—Cheese is the leading feature of the produce market this week, having advanced a cent per lb. all round, with the exception of old twins. The advance is said to be warranted, as the price of cheese did not rise with butter a few weeks ago. The offer of cheese made by the Quebec Government to the Imperial Government is credited with having helped to raise the price of cheese.

Cheese—		
Old, large	0 17	0 17¼
Old twins	0 17¼	0 17½
New, large	0 16	0 16¼
New, twins	0 16¼	0 16½

EGGS.—There is an unusual demand being experienced for strictly new-laid eggs, the consumer seemingly having come to a point where she will not take chances. Production is good, and yet the market holds firm. While the supply is good, outside packers are storing some, which accounts a lot for the firm market.

Eggs, case lots—	Per dozen.	
Strictly new laid, in cartons	0 28	0 30
Selects	0 26	0 28
Straights	0 24	0 26
Trade eggs	0 20	0 21

HONEY.—Considerable of the new honey on the market is off flavor, and is not so good in quality, generally speaking, as that of a year ago. Supplies are just beginning to come in. Priees are down, clover honey, bbls., per lb., being quoted at 9 to 10 eents, and 10 to 11 eents for 60-lb. tins. Buckwheat honey is practically off the market. The advance in the price of sugar is reported to be causing a bigger demand for honey this year.

Honey—		
Clover honey, bbls., per lb.	0 09	0 10
60 lb. tins	0 10	0 11
20 lb. tins	0 11¼	0 11¾
10 lb. tins	0 11	0 12
5 lb. tins	0 11	0 12
2½ lb. tins	0 12¾	0 13
Comb	2 50	3 00

POULTRY.—Demand not so good. People are a little panicky yet, and saving their money. Hotels not so busy, which makes a big difference. Fowl has biggest sale in poultry line.

Fresh Stock—	Live.	Dressed.
Fowl	0 12	0 14
Spring chicken, lb.	0 14	0 18
Turkeys, young	0 15	0 18
Turkeys, old Tom	0 13	0 15
Ducklings	0 12	0 14

WINNIPEG.

Provisions.—The market remains firm. In lard some changes in price have been noted, all in an upward direction. Slight upward movements in eggs and butter have also occurred. There is strong evidence that Western live stock will be in great demand. Already it is apparent that heavy export shipments are going to be made, and Eastern houses are now opening buying branches here that they may get what offers in cattle.

Cured Meats—		
Hams, per lb.	....	0 22
Shoulders, per lb.	....	0 15
Bacon, per lb.	....	0 25
Long clear, D.S., per lb.	....	0 14
Mess pork, bbl.	....	28 00
Lard—		
Tierces	....	0 11
Tubs, 60s	....	6 75
Pails, 20s	....	2 32
Cases, 5s	....	6 97
Cases, 3s	....	7 05

BUTTER.—Current receipts have practically ceased. The butter is now being supplied out of storage. Creamery and Manitoba is generally quoted 2c higher than last week.

Butter—		
Creamery, Manitoba	....	0 29
Dairy	0 19	0 24
Cooking	0 12	0 16

CHEESE.— The market here is strong. Prices remain as last week, and it is not expected there will be any further change.

Cheese—		
New, large	....	0 16½
New twins	....	0 17

EGGS.—Current receipts here also have practically ceased—extra firsts are now quoted at 20c.—1c up from last week.

Eggs, extra first	....	0 20
Checks	....	0 12
Extra, in cartons	....	0 24

IMPORTANCE OF CAPONIZING.

Chickens, November, 4 to 5 lbs., 20c lb.—80c to $1.00.

Capons, January, 7 to 9 lbs., 25c., 28c. lb.—$1.75 to $2.50.

Here is a little lesson in arithmetic that might be passed on to the raiser of poultry for the market. It gives an emphatic illustration of the significance of caponising. It shows that caponising means money to the pocket of the farmer or poultry man who is looking to get the best out of his work and investment. It gives a broader view of the possibilities of the business. If by the aid of a little trouble $1.00 can in the course of two months be turned into $2.50 on the same capital expenditure, with the addition of feed for that period, it looks like good business.

The trouble is that the average poultry raiser looks upon caponising, not from the standpoint of commercial advantage, but something in the nature of a scientific experiment. Where poultry is raised in a large way it has ceased to be an experiment—it is business.

One of the troubles seems to be that some poultry raisers do not seem to have any idea of when the operation should be performed. We know of one case where just recently the head of the poultry department of one of the big provision companies got notice about the middle of August that a party with whom he had been communicating during the spring months had a bunch of birds ready for caponising. This was the result of a promise he had made that he would run down to the neighboring town and treat a bunch of the birds for some of the poultry raisers.

These people did not seem to know that there is only one time for caponising and that is as soon as the sex of the chicken can be decided—when the bird is a couple of months older the operation would have an unfavorable rather than a favorable effect. Caponising should never be practised under usual conditions after about the 20th or end of June, for if the chickens are not far enough advanced by that time they are too late for the best commercial results in any event.

Poultry raisers generally will find that the large dealers will be willing to give every information in connection with this subject and also instructions as to how the experiment may be carried out and it will be found that the increased returns show big profits for the additionable trouble and care.

TWELVE THINGS TO REMEMBER

By Marshall Field.

The value of time.
The success of perseverance.
The pleasure of working.
The dignity of simplicity.
The worth of character.
The power of kindness.
The influence of example.
The obligation of duty.
The wisdom of economy.
The virtue of patience.
The improvement of talent.
The joy of originating.

WE CAN HAVE PIE.

There was once a good woman who couldn't make pies but had two kind neighbors who kept her supplied with that article of food.

One day her two neighbors got to fighting, and so badly injured one another that neither of them was able to make pies for some considerable time.

What did the pie-less one do? Go without pie? Not much. SHE HUNTED UP A COOK BOOK AND FOUND OUT HOW TO BAKE PIES HERSELF.

Canada to-day is in the position of the-lady-who-couldn't-make-pies.

There are many things she does not make at home because she has been getting them so easily from Continental Europe. But now her neighbors in Europe are at war with one another and so—for some time to come—cannot supply those things.

Canada is too thrifty and serious and sensible a housewife to sit with hands folded at such a time.

While loyally contributing a number of her best sons to help settle things in Europe, Canada will not entirely overlook her other sons who remain at home.

The manufacturers of Canada will get out the receipe book and learn how to MAKE many of the things that Europe can no longer send us because of the war. And in the making of those things the manufacturers of Canada should have the support of the financial interests and the people of Canada.

The manufacturers of Canada are now making much of the woolen goods, motor cars, rubber goods, corsets, millinery, hosiery, silverware—and countless other things—that are used in Canada, and generally speaking are making these goods at least as well as they are being made anywhere else. The people of Canada know that most of these things are being made by the manufacturers of this country. They do not know yet whether the manufacturers of Canada are going to serve them still more by making many of the things that were formerly imported from Continental Europe.

The manufacturers of Canada should tell the people of Canada at this time more than ever, just what they are making and the merits of their products. Let them drive home the facts through the great modern message medium—advertising. Let them use the newspapers to inform the people that they "have the goods." Let them explain that nothwithstanding the war the people of Canada CAN have "the pie"—"home-made pie," and all the better for being home-made.

And after the war is over—if not before—perhaps our neighbors in Europe will be coming to Canada for some of this "pie"—importing from Canada some of the things Canada now imports from them.

CANADIAN GROCER

Established 1886.

Only Weekly Grocery Paper Published in Canada.

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John Bayne MacLean - - President

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TORONTO, SEPTEMBER 4, 1914

OUR MARKET SERVICE

THE EUROPEAN conflict has for one thing served the purpose of demonstrating the superiority of the weekly grocery trade paper. At a time like the present the grocery interests of the country are bound up chiefly in the question of supplies and price alterations. When the war first broke out, Canadian Grocer was in the thickest of the fight with all the available information on the effect it would have on various lines of foodstuffs; and subsequent events have demonstrated the timeliness and accuracy of our forecasts.

This is a service impossible in the case of a monthly paper. Every retail grocer knows that, at the present time. No periodical issued once every thirty days can even begin to inform the trade on the course of events in the grocery arena that change from week to week. So many complimentary references have come to us on the market service we have been rendering since the war commenced that naturally we take considerable pride in it. This service will, of course, be continued from week to week and as the shifting of events occur and the outlook changes, Canadian Grocer will be right on the job. That is why markets are now being featured at the front of the paper.

The retail trade will be well advised to follow the market reports and special market features closely. While the turmoil lasts in Europe there will be many price readjustments, and even long after the last shot has been fired will these readjustments continue.

Just to demonstrate the keenness the retail trade is evidencing in markets these days it is only necessary to state that during the third week in August, 22 more dealers subscribed to Canadian Grocer than in the corresponding week in July, and that during the entire month of August the number of new subscribers was the largest of any this year or last, and the net gain was away beyond any month in the past five years. The net gain during the last week in August was greater than any since the second week of June, 1911.

THE DUTY OF THE TRAVELER

THAT THE TRAVELING salesman has a duty of great magnitude to perform in the present turmoil into which the world has been thrown, is evident to every knight of the grip who seriously considers the situation. It is he who is now responsible for the revolving of the wheels of our factories and keeping employed the vast army of workmen upon whose wages so much depends in the arena of commerce.

Now is the time, if ever, when the traveler should set his teeth and get the business that will give the laboring man employment. In recent years when the country was at the height of its prosperity the salesman in a great many lines had little difficulty in getting his quota of orders, and from year to year in gradually increasing sales. He has been care-free to a great extent and has probably enjoyed a good many extra hours of recreation. But for this he was not criticized because he was bringing in the business. Now, however, circumstances have temporarily changed, due to the war. Timidity characterizes a great many people. It is the duty of the traveler to exert every effort to exterminate this feeling, but a still greater obligation rests upon his shoulders to turn in the business. Upon the sales force depends the extent of the products turned out in the manufacturing plant, and if the orders are not forthcoming it means that the bread-winner of the workman's family must fall by the wayside. This in turn adversely affects the retailer and wholesaler.

The traveling salesman is the man of the hour. It is to him we must look for encouragement in the present crisis more than to anyone else. If he plays his part in the commercial world as is clearly his duty, he will work as he never did before to make the wheels go round.

UNJUSTIFIED CRITICISMS OF RETAILERS

A WHOLESALE GROCER of St. John, N.B., criticizes a local paper for its suggestion that the retail grocers should not advance prices of goods on hand

in conformity with present values and the advances made by the war tax. This wholesaler quite properly points out that if the retail trade followed this suggestion it would suffer in the end because sooner or later values will drop, when losses on stock on hand would have to be taken. Daily newspapers are too ready frequently to talk on trade matters about which they know but little and they should be carefully watched, and unfair statements refuted.

Canadian Groeer maintains that the retailer should follow the market carefully and charge a fair profit on present values, but that there should be no attempts at extortionate prices. Few cases have yet come to our attention of retailers taking advantage of the present scare on the part of the public to levy undue profits. In the crisis we are now facing the retail dealer on the whole is conducting himself in a dignified manner and worthy of the best traditions of the ancient trade. Insinuations are appearing from time to time in the press that he is exceeding his rights, but the accusations are of a vague and general character and nobody in particular is pointed to. This is a mean policy towards making a bid for public favor at the expense of the reputation of a reputable body of fair and honest men.

OLD COUNTRY SITUATION BRIGHTER

CONFIDENCE HAS to a great extent been restored in the groeery trade. The situation is not by any means elear, but it has taken definite form and the panic element has been eliminated. Now that the first big rush of buying is over without very seriously depleting the stocks of supplies, things may be expected to continue their course quietly, at least until there is some further disturbing development in the European situation.

That there has been a settling of eonditions in England also is indicated in the following from the Groeers' Review, one of the prominent organs of the trade in Great Britain: "Already markets are settling down, public confidenee has been restored, and events point to a steady flow of foodstuffs into the United Kingdom. It is satisfactory to note the strong line taken by traders, and the promptness with which they have reassured their eustomers, at the same time emphasizing the futility of laying in large stoeks of provisions. Altogether the outlook is distinctly more favorable."

EDITORIAL BRIEFS.

THE HOUSEWIVES' Leagues have been stirred up again by the European War. Wonder how long the activity will last this time.

* * *

ONE OF THE rations of the German foot soldier is 1½ ounces of vegetables, mostly onions. The onion is a great disease preventive.

* * *

IF IT HAD NOT been for the hogging of sugar on the part of the consuming public it is certain it would not have run up so high and so rapidly.

* * *

ONE DAILY PAPER says that the coming Christmas will be puddingless. While nuts, currants, dates, etc., may be a little higher than last year, there is every reason to believe that many of us will as usual be confronted with the customary dessert on Deeember 25.

New Butter Regulations

ATTENTION IS AGAIN called to the new regulations passed by the Dominion Government at its last session in respect to the packing-labelling and sale of butter. The act is known as the Dairy Industry Act. The underlying principle of this legislation as aimed at by the Government, is protection to the eonsumer and the honest trader. The whole object of the law is to prevent misrepresentation and fraud.

A new subseetion in The Dairy Industry Act deals with the weight of butter as put up in prints or blocks. This subsection reads as follows:

> "No person shall sell, offer, or have in his possession for sale, any butter moulded or eut into prints, blocks, squares or pats, unless such prints, blocks, squares or pats are of the full net weight of one-quarter pound, one-half pound, one pound or two pounds at the time they are moulded or cut. Nothing in this paragraph shall be held to apply to butter in rolls or lumps of indiscriminate weight as sold by farmers."

The Regulations passed under authority of The Dairy Industry Act came into force September 1, 1914, the ehief innovations being with regard to the branding of butter.

These regulations provide that all packages eontaining whey butter must be branded with the words "Whey Butter" at the time of packing the butter.

Any butter which consists of a mixture of whey butter and creamery butter or whey butter and dairy butter must be branded "Whey Butter."

Any mixture of dairy butter and creamery butter must be branded "Dairy Butter."

All parchment papers used on dairy butter which has been moulded or cut into blocks, squares or prints must be branded "Dairy Butter."

All boxes similar to those used for the paeking of creamery butter must when used for dairy butter, be branded "Dairy Butter" at the time of packing.

All brands required by these regulations shall be legible and indelible and shall consist of letters not less than one-half an inch long and three-eighths of an inch wide, except in the case of parchment paper wrappers for butter, the branding of which shall be in letters not less than one-quarter of an inch square.

Any one making or packing butter, who does not comply with the regulations regarding branding is liable to prosecution, and any one who knowingly sells, offers, exposes or has in his possession, for sale, any butter not properly branded as required by these regulations is equally liable to prosecution.

No person except the final purchaser or consumer shall remove, obliterate or erase any brand placed upon any package containing butter as required by these regulations.

AN ONTARIO BISCUIT firm is receiving inquiries from France. 'Tis surely an ill wind that blows nobody good.

* * *

WHILE NO ONE is elated over the reasons for the opportunities granted manufacturers in this country at the present time to extend their trade, nevertheless those opportunities exist.

Grocers at War Against Misrepresentations

At Large Meeting They Voice Their Vigorous Opposition to Those Who Accuse Them With Questionable Methods— Consumer Societies and Their Promoters Who Take Advantage of the War Are Scored—Two Resolutions and Many Fighting Speeches.

Reported by Staff Correspondent.

TORONTO, Sept. 3.—(Special).—It was an indignation as well as an organization meeting of retail dealers who assembled on Monday night in the R. M. A. rooms to discuss the questions of the day and to demonstrate to the trade the urgent necessity of lining up in battle array against the forces of prejudice and misrepresentation. The meeting was some hundred strong. In fact the Board Room of the R.M.A. could scarcely accommodate the men. Neil Carmichael, president of the Toronto Retail Grocer's Ass'n, which on October 1 amalgamates with the Groeers' Section of the R. M. A., was the general in charge.

Since the European war broke out, the retailers find there are a number of promoters taking advantage of the situation that forced higher prices on the community, to establish consumer concerns, which excite the prejudice of the general public against the retailers. At the same time, a number of daily papers, spurred on by their anxiety and endeavors to catch the popular ear, have published most unfair references to the retail grocers, going so far as to intimate that a check should be placed upon them insofar as advancing prices were concerned. These were the subjects discussed at the meeting on Monday night in vigorous fashion. The war has apparently served the good purpose of awakening in the trade the self-preservation germ, which it is hoped will soon develop into a powerful opponent to misrepresentation and unfair competition.

Unfairness of Daily Press.

In his opening remarks Mr. Carmichael referred to the present condition of affairs and the possibility of others to come that will require united action on the part of the grocery trade. At a time like this, he pointed out, the trade should be in a position to jointly protect itself against people who travel from one part of the city to another leaving unpaid bills. The charter of the R. M. A. permitted united action in this regard and he advised everyone to take advantage of it. "It will be seen, too, that some daily newspapers are holding up the grocers to ridicule. While there may be one or two who have unduly taken advantage of the present situation, no doubt due to mistakes in ideas in view of so many price changes, yet the rank and file of the grocery trade is acting on the square." He read a clipping from The Toronto World under the heading "Report Dishonest Merchants." This editorial asked the general public to send to the editor any evidence of the retail trade unduly enhancing prices, giving details of overcharges, etc. "One would think," added Mr. Carmichael, "to read such an article that we were the common foe of the public."

E. H. Trowern, Sec'y of the R. M. A., urged that it was time a stop were put to newspapers trying to run the business of the retailer.

Holding up a circular dealing with the formation of a new co-operative society, which had for its alleged purpose the lowering of the cost of living, he demanded that the retail trade make this new concern prove its statements or answer for them in the police court. There was now a False Advertising law on the statutes which prevented false statements, and this concern should be asked to prove what it said. He also pointed to the advertisement that appeared in several Canadian papers on a new food supply company which wanted to know if the consumer would like to save from $50 to $250 a year. He characterized this concern as one making an experiment on the people's money, and he believed it would eventually fail. "There are holes in the road," he said, "and we have got to put a red light on them." He strongly urged publicity that would show such concerns in their true light.

He further called attention to a new soap concern that was introducing its soap on the market by means of a coupon system, published in the daily press. He maintained that this was in contravention of the Trading Stamp Act, and that the Association was getting after it. He read the correspondence that had taken place between the R. M. A. and the concern which showed that the matter might be one of serious consequences.

Short talks were given by Mr. Ward, a representative of F. W. Humphrey, wholesale grocer, F. Coward, grocery broker, and Frank Sloan of Jno. Sloan & Co., wholesale grocers. All of these referred to the co-operative stores, both wholesale representatives declaring their policy was not to sell them. Mr. Coward gave some timely information on why the cost of imported goods was going up. Steamship freight has advanced 50 per cent.; the war insurance rate, although now down to 3 per cent. had been as high as 6 per cent.; regarding rate of exchange the importer had to pay from 20 to 30c more per pound sterling than before the war; railway cartage was higher, and some of the duties had advanced.

J. C. Van Camp, President of the Toronto Branch R. M. A., spoke of the value of organization, and gave evidence of what the R. M. A. could accomplish.

Everybody Stands.

When Chairman Carmichael asked those to stand up who would lend their assistance to the propagation of the work, every man in the room arose. "We are glad to see such manifestations of your support," he remarked.

Someone asked what wholesaler was supplying the co-operative stores. Mr. Carmichael pointed out that while they had the information they did not care just then to divulge the name until it was found whether the firm would continue when the objections of the trade were voiced.

D. W. Clark, in moving a resolution, declared that in one way it was a good thing the war had come along. It was stirring up the trade as never before. His resolution, which was seconded by G. J. Vader, calls for the assistance of the wholesale grocery trade to prevent the new consumer societies from deceiving the public. It was carried amid applause. Another resolution by Mr. Clark and seconded by Mr. McCullough, called upon the retail trade not to handle the soap referred to above, and which was being introduced to the public by what the Association considered an illegal method.

References were made at the meeting to the advances of staple lines of goods, which the retail trade was practically compelled to sell at the old prices. It was pointed out by many that although there were a great many advances in prices, the profits of the grocer in several cases were lower. As soon as the amalgamation of the two associations is effected, committees will be determined upon to go into these matters to see if the situation can not be more equitably arranged insofar as the retail grocery trade is concerned. Before dispersal practically every man in the room signed his name to become a member of the organization. War is certainly creating stirring times among the retail trade.

CURRENT NEWS OF THE WEEK

Quebec and Maritime Privinces.

Phileas Parent, general merchant, Beauport, Que., passed away recently.

The promoters of the new plant of the Atlantic Sugar Refineries do not anticipate that the pending of operations there will be deferred because of the European troubles. It will be about two months before operations are begun, as various delays have taken place with the result that the completion of the plant has been interrupted. The most of the heavy machinery has now been installed, and the raw material necessary for the commencement of activities had been purchased before hostilities broke out.

Wm. C. Cross, general manager of the wholesale grocery firm of Hall & Fairweather, Ltd., St. John, N.B., returned home last week after a trip to Europe. Mr. Cross was in Paris at the outbreak of the war and gives a vivid description of events through which he passed, thrilthrilling and exciting as they were, in order to reach England in safety. Crossing the channel the steamer on which he sailed was guarded on either side by British war-ships. The joy of his homecoming was saddened by the news that during his absence his youngest daughter had died, he having no intimation of the regrettable event until his arrival, because of the difficulties attending the cable service to England.

Ontario.

Henry Hyde, a Toronto grocer, has disposed of his business.

R. T. Laughlin, grocer, Sarnia, Ont., has disposed of his business.

A. E. Foreman has opened a grocery store at 839 Manning Ave., Toronto.

The London Grocers' Association held their annual pienic to Springbank Park on Wednesday.

The Caldwell Feed Co., Dundas, Ont., have been succeeded by the Caldwell Feed and Cereal Co.

The grocers of Walkerville, Ont., are discussing the formation of a Grocers' Section of the R. M. A.

Jno. Scott, of Jno. Scott & Co., wholesale and retail grocers, Windsor, Ont., has disposed of his interest.

A. M. Cowling has purchased the grocery and business of Harry Bradshaw, Charlotte St., Peterborough, Ont.

The Canada Bread Co., of Toronto, have announced that they will not raise the price of bread at the present time.

The W. K. Kellogg Cereal Co. have moved their Toronto office to 59 Yonge St., Toronto. A typographical error in last week's issue made this read York St.

A number of the foodstuffs manufacturers of the country are working overtime supplying goods for the Canadian soldiers concentrating at Valcartier Camp. Among these are biscuit and jam concerns.

The business men of Blenheim, Ont., petitioned the council to have the Saturday night moving picture show discontinued on the grounds that it greatly injured business. The petition was granted.

Grocers of Windsor and Sandwich, Ont., have formed a Grocers' Branch of the R. M. A. The officers are: George Nairn, president; H. Philips, vice-president; A. L. Paige, of Sandwich, second vice-president; W. Hawthorne, secretary and P. Harvey, treasurer. A petition is being circulated among the different retail merchants of the city to be presented to the city council in the near future. The petition is to have the council pass a by-law whereby no stores may stay open to do business later than seven o'clock.

Western Canada.

The estate of A. Grant, grocer, Winnipeg, has been succeeded by A. O. Grant.

J. A. Valentine, general merchant, Lawson ,Sask., is succeeded by Valentine & Kerr.

The 500,000 bushels of oats given by the Alberta Government to Britain cost 45c per bushel. It will cost 15c a bushel to deliver them to the Atlantic seaboard.

Wholesale and retail dealers and private citizens of Edmonton, Alta., presented a wagon-load of fruits, tobacco and other things to the officers and soldiers of the 101st regiment Edmonton Fusiliers when the first contingent entrained for Valcartier, fifteen thousand men.

Furs of all kinds will be higher throughout Western Canada this fall on account of the shortage of imported furs and the fact that the demand upon native furs will be larger than ever before. Local dealers are not now shipping to Europe, and, as a result, it is likely that many furs will be manufactured in this country.

Announcement is made by A. E. Dodman, manager of the Hudson's Bay Company's stores in Edmonton, Alta., that those employees who have gone or will go to the front will find their positions open when they return. The company recently contributed a large number of blankets among members of Princess Patricia's light infantry, organized there early in August.

The merchants of Nelson, B.C., are endeavoring to keep collections up to the standard by concentrated action. Secretary R. G. Joy states that the attitude of the association is expressed in a circular sent out to customers which read as follows: "We have received a letter from the wholesale merchants, stating that owing to the financial conditions throughout the Dominion of Canada, and especially in the Province of British Columbia, they, the wholesalers, will have to curtail credit to the retailers; they also urge upon us the necessity of keeping in close touch with our accounts and to sell for cash as nearly as possible. Owing to the above conditions the wholesalers are curtailing our credit, collecting from us so closely that we are compelled to restrict our credit to the consumer for the period of 30 days net."

IMPROVING RIGHT ALONG.

MacLean Pub. Co.:

Dear Sirs.—Enclosed money order for renewal of subscription to Hardware and Metal and Canadian Grocer for one year.

These papers are improving right along, and are very satisfactory.

Please send me a sample copy of Dry Goods Review publication. Back number will do.

E. A. PRITCHARD,

Wyman, Que., Aug. 27th, 1914.

SITUATION WANTED

WANTED — EXPERIENCED GROCERY clerk wishes position. Handy with sign brush and experienced in window dressing, etc. Can show excellent recommends, or can give good references. Apply, stating wages, etc., to Box 61, Canadian Grocer, Toronto. 115

Grocer 24 — 3/8

AGENCY WANTED

AGENCY WANTED FOR VANCOUVER AND District by an A.1. man. What have you got? Write "Agent", 250 Dunsmuir St., Vancouver, B.C. (259)

The new Jam that makes new Sales—ST. WILLIAMS

Pure Jams, Jellies and Fruits in Syrup

No house is stronger than its foundation. Quality, Purity, Deliciousness and Satisfaction Guaranteed are the foundation stones on which the solid reputation of St. Williams Pure Jams is being built.

All our Jams are made from fresh fruit grown locally. Nothing but fresh fruit and refined cane sugar is used; no artificial coloring or glucose enter into their composition whatever. Absolute Purity is insisted upon. The fresh, natural flavor of these products will please your most fastidious patrons. Put up in 5-lb. pails and 1-lb. glass jars. Get in touch with our agents.

St. Williams Fruit Preservers Limited

St. Williams, Ont.

Selling Agents

Gunn, Langlois & Co., Ltd., Montreal; Geo. Hodge & Sons, Ltd., Montreal; Gunns, Limited, Toronto; Maclure & Langley, Winnipeg.

When Buying Seeded Raisins

You are Sure to get the very Finest quality if you specify

"PANSY" brand Fancy Quality

"DAPHNE" brand Choice Quality

Packed by

Guggenhime & Co.

San Francisco, California

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

COOK'S FRIEND BAKING POWDER.

In Cartons—	
No. 1 (25c size), 4 doz.	$ 2 25
No. 1 (25c size), 2 doz.	2 25
No. 2 (10c size), 6 doz.	0 80
No. 2 (10c size), 3 doz.	0 80
No. 3 (5c size), 4 doz.	0 45
In Tin Boxes—	
No. 13, 1-lb., 2 doz.	3 00
No. 14, 8-oz., 3 doz.	1 75
No. 15, 4-oz., 4 doz.	1 10
No. 16, 2½ lbs.	7 25
No. 17, 5 lbs.	14 00

ROYAL BAKING POWDER

Sizes	Per doz.
Royal—Dime	$ 0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—when packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5c tin, 40c per doz.; 4-oz. tin, 65c per doz.; 6-oz. tin, 90c per doz.; 8-oz. tin, $1.20 per doz.; 12-oz. tin, $1.60 per doz.; 16-oz. tin, $2.25 per doz.; 3-lb. tin, $5 per doz.; 5-lb. tin, $9.50 per doz.

FOREST CITY BAKING POWDER.

6-oz. tins	$ 0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$ 0 17
In 10-lb. lots or case	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

100 books and over, each	0 03½
500 books to 1,000 books.	0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN SPICES AND CEREALS, LTD

White Swan Breakfast Food, 2 doz. in case, per case, $3.00.
The King's Food, 2 doz. in case, per case, $4.80.
White Swan Barley Crisps. per doz., $1.
White Swan Self-rising Buckwheat Flour, per doz., $1.
White Swan Self-Rising Pancake Flour, per doz., $1.
White Swan Wheat Kernels, per doz., $1.50.
White Swan Flaked Rice, $1.
White Swan Flaked Peas, per doz., $1.

DOMINION CANNERS.

Aylmer Jams.	Per doz.
Strawberry, 1912 pack	$2 15
Raspberry, red, heavy syrup	2 15
Black Currant	2 00
Red Currant	1 85
Peaches, white, heavy syrup	1 50
Pear, Bart., heavy syrup	1 77½

Jellies.

Red Currant	2 00
Black Currant	2 20
Crabapple	1 65
Raspberry and red currant	2 00
Raspberry and gooseberry	2 00
Plum jam	1 55
Green Gage plum, stoneless	1 55
Gooseberry	1 85
Grape	1 55

Marmalade

Orange Jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	2 00
Ginger	2 20

Pure Preserves—Bulk

	5 lbs.	7 lbs.
Strawberry	0 69	0 95
Black currant	0 69	0 95
Raspberry	0 69	0 95

14's and 30's per lb.

Freight allowed up to 25c per 100 lbs.

Strawberry	0 69	0 95
Black currant		0 13
Raspberry		0 13

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

"Ship all the Grape-Nuts you possibly can"—

is the substance of a cablegram just received from our London, England, house.

Notwithstanding the big extra foreign demand due to the war, we expect to take care of all the demand, both at home and abroad—and it's bound to be large in the months to come.

Grape-Nuts is a repeater. People like it. It has a pleasing taste, exceptional food value, economy and convenience. **Ready to eat.**

And, while other foods are increasing in cost—

The Price of Grape-Nuts Remains the Same

The **Grape-Nuts** business is immense, and growing remarkably. **Get your share of the good, clean profit.**

"There's a Reason"

CANADIAN POSTUM CEREAL CO., LTD., WINDSOR, ONT.

CAN-O-WAX

a household necessity

A pure refined paraffine wax, sweet and clean. A very profitable seller during the preserving season.

Can-O-Wax makes an absolutely air-tight seal for Jelly, Canned Fruits, Catsups, Sauces, etc., in jars, bottles or glasses. The long, round sticks insure convenience and economy.

For laundry use it is indispensable, makes clothes white (no bleaching), will not injure the finest fabric. Costs little, saves much.

Let us send you a sample tin. Sold through the wholesale trade.

CANADIAN OIL COMPANIES, Ltd.

Toronto, Ont.; Winnipeg, Man.; Montreal, Que.; St. John, N.B.; Halifax, N. S.; Regina, Sask.; Calgary, Alta.; Nelson, B.C.

Don't Sell Imitations

We have secured a permanent injunction against a manufacturer selling imitation Wrigley's Spearmint. The Supreme Court of Ontario has granted this to us upon presentation of evidence that the public is deceived into buying a fake instead of

This Genuine

The Real Spearmint!

Do yourself full justice by handling the genuine Wrigley's—the most widely advertised gum in Canada—the kind the public likes and wants, because it does not chew "mushy" and granulating—because it's springy and fresh at all times in its sealed package.

Get the Genuine Wrigley's

Wm. Wrigley Jr. Co., Ltd., 7 Scott Street, Toronto

Unsweetened Chocolate.

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90

Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb. boxes	0 20
Diamond, 6's and 7's, 6 and 12-lb. boxes.	0 25
Diamond, ¼'s, 6 and 12-lb. boxes	0 26

Icings for Cake—

Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½ lb. packages, 2 doz. in box, per doz.	0 90

Chocolate Confections	Per lb.
Maple buds, 5-lb. boxes	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 4 bars per box	0 85

EPP'S.

Agents—F. E. Robson & Co., Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ¼, ½, and 1-lb. tins, 14-lb. boxes, per lb.	0 35
10c tins, 3 doz. in box, doz.	0 90

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N. B.; J. A. Taylor, Montreal; P. Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Nut milk breakfast cocoa, ¼'s and ½'s	0 36
Nut milk, No. 1 chocolate.	0 30
Nut milk Navy chocolate, ½'s	0 26
Nut milk Vanilla sticks, per gr.	1 00
Nut milk Diamond chocolate, ½'s	0 24
Nut milk plain choice chocolate liquors	20 30
Nut milk sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1, chocolate, ¼ and ½-lb. cakes, 34c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins., 39c. lb.; German's sweet chocolate, ⅛ and ¼-lb. cakes, 6-lb. boxes, 24c lb.; Caracas sweet chocolate, ½ and ¼-lb. cakes, 6-lb. boxes, 32c lb.; Cinquleme sweet chocolate, 1-5-lb. cakes, 6-lb. boxes, 21c lb., Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked cocoa, ½-lb. pkgs., 6-lb. bags, 31c lb. Caracas tablets, 5c cartons, 40 cartons to box, $1.25 per box; Caracas tablets, 5c cartons, 20 tons to box, 65c.

The above quotations are f. o.b. Montreal.

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved—	Per case.
Eagle Brand, each 4 doz.	$ 6 00
Reindeer Brand, each 4 doz.	6 00
Silver Cow Brand, each 4 doz.	5 40
Gold Seal Brand, each 4 doz.	5 25
Mayflower Brand, each 4 doz.	5 25
Purity Brand, each 4 doz.	5 25
Challenge Brand, each 4 doz.	4.50
Clover Brand, each 4 doz.	4 50

Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each, 4 doz.	4 50
Peerless Brand, tall, each 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each 2 doz.	4 25
St. Charles Brand, gallons, each ½ doz.	4 75
"Reindeer" Coffee and Milk, "large," each 2 doz.	4 80
"Reindeer" Coffee and, Milk, "small," each 4 doz.	5 50
"Regal" Coffee and Milk, each 2 doz.	4 50
"Reindeer" Cocoa and Milk, each 2 doz.	4 80

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN BLEND.

1-lb. decorated tins, lb.	0 35
Mo-Ja, ½-lb. tins, lb.	0 32
Mo-Ja, 1-lb. tins, lb.	0 30
Mo-Ja, 2-lb. tins, lb.	0 30

Presentation (with tumblers) 28c per lb.

MINTO BROS.

MELAGAMA BLEND.

Ground or bean—	W.S.P.	R.P.
1 and ¼	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 38

Packed in 30's and 50-lb. case.
Terms—Net 30 days prepaid.

FLAVORING EXTRACTS.

SHIRRIFF'S.

Quintessential.

1 oz. (all flavors), doz.	1 05
2 oz. (all flavors), doz.	2 00
2½ oz. (all flavors), doz.	2 30
4 oz. (all flavors), doz.	3 50
5 oz. (all flavors), doz.	4 50
8 oz. (all flavors), doz.	6 50
16 oz. (all flavors), doz.	12 00
32 oz. (all flavors), doz.	22 00

Discount on application.

CRESCENT MFG. CO.

Mapeleine—	Per doz.
2-oz. bottles (retail at 50c)	4 50
4-oz. bottles (retail at 90c)	6 80
8-oz. bottle (retail at $1.50)	12 50
16-oz. bottles (retail at $3)	24.00
Gal. bottles (retail at $30)	15 00

Read our Proposition Carefully

Mr. Manufacturer—

We are prepared to sell goods for direct shipment to the wholesale trade, or to carry stocks on consignment. Six large track warehouses right in the great distributing centres, and our staff of efficient salesmen who make daily calls will keep your lines prominently before the trade. We have the knowledge of conditions, the experience, the facilities, the connection and the financial standing to handle successfully your particular line.

A large number of United States, European and Eastern Canadian manufacturers have found it particularly profitable to have their accounts in Western Canada handled by a reliable firm on the ground.

Do not overlook this market.

Write us to-day.

Nicholson & Bain, Wholesale Commission Merchants and Brokers **Winnipeg, Man.**

Branches: REGINA, SASKATOON, EDMONTON, CALGARY, LEITHBRIDGE, VANCOUVER

A tip on the side, Mr. Grocer

Did it ever occur to you that you can make more money selling Malcolm's lines of Condensed Milk and Condensed Coffee than any other line on the market? Malcolm's lines of Milk and Coffee are making new and satisfied customers every day. For quality and deliciousness they are unsurpassed. Our Condensed Coffee, with milk and sugar added ready for use, is a seller from the start. No other brand can equal it for flavor.

PRICES:

St. George Brand Coffee, 2 doz. in case	$4.80
St. George Evaporated Milk, 4 doz. in case	3.60
Banner Condensed Milk, 4 doz. in case	5.25
Princess Condensed Milk, 4 doz. in case	4.50
Premier Machine Skimmed, 4 doz. in case	3.80

Order them from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax. We will prepay freight up to 50c. per 100 lbs.

Malcolm's Condensing Co.

St. George, Ontario

BENGER'S Food

Copyright Design.

For INFANTS, INVALIDS and the AGED.

GOLD MEDAL AWARDED

Health Exhibition, London, Adelaide and Melbourne.

The "LANCET" describes it as:

"Mr. Benger's admirable preparation."

The "BRITISH MEDICAL JOURNAL" says:

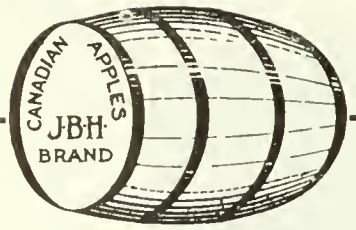
"Benger's Food has by its excellence established a reputation of its own."

Circulars & Showcards on application.

Benger's Food and other Preparations may be obtained through all Wholesale Jobbers in Canada.

BENGER'S FOOD, LIMITED,
Otter Works, ——— MANCHESTER, Eng.

199C



Ontario's Finest Apples

All Standard Winter Varieties in Car Lots

Finest selected apples from the Aylmer district—Ontario's richest apple growing belt—best shipping facilities, ready access to refrigerator cars, prompt service to all parts of the Dominion.

EGGS! EGGS!

We solicit your early inquiry re prices, etc. Let us quote on fresh and storage eggs.

The H. M. Hambidge Co.

Wholesale Apple and Egg Merchants

AYLMER, ONTARIO

Note: Arrangements made for enclosures of pears, produce, canned goods, etc., when desired.

GELATINE.

Knox Plain Gelatine (2-qt. size), per doz.	1 30
Knox Acidulated Gelatine (2-qt. size), per doz.	1 30
Cox's Instant Powdered Gelatine, per doz.	1 10

CLARK'S PORK AND BEANS IN TOMATO SAUCE.

	Per doz.
No. 1, 4 doz. in case	0 60
No. 2, 2 doz. in case	0 95
No. 3, flats, 2 doz. in case	1 15
No. 3, talls, 2 doz. in case	1 35
No. 6, 1 doz. in case	4 00
No. 12, ½ doz. in case	6 50

EBY-BLAIN, LIMITED, TORONTO, ANCHOR BRAND.

Ammonia Powder — "Anchor"	Per case.
5c cases, 6 doz.	$ 2 40
10 cases, 3 doz.	2 40
5 case lots, freight prepaid, Ontario points	2 25

Baking Powder— "Anchor"	Per doz.
4 oz. tins, cases 4 doz.	0 67½
6 oz. tins, cases 4 doz.	0 90
8 oz. tins, cases 3 doz.	1 20
12 oz. tins, cases 3 doz.	1 65
16 oz. tins, cases 2 doz.	2 00
2½ lb. tins, cases 1 doz.	4.50
5-lb. tins, cases 1 doz.	8 40

Chocolate—Unsweetened— "Anchor"	
10c cakers, boxes 2 doz.	0 90

Cocoa—"Anchor"	Per doz.
10c tins, cases 4 doz.	0 90
	Per lb.
¼s, tins, cases 4 doz.	0 36
½s, tins, cases 2 doz.	0 35
1s. tins, cases 1 doz.	0 35

Coffee—"Anchor"	Per lb.
1 lb. tins, whole or ground, cs., 30 lb.	0 33
2 lb. tins, whole or ground, cs., 30 lb.	0 32

Cream of Tartar— "Anchor"	Per doz.
10c pkgs., boxes, 4 doz.	0 95
½ lb. pkgs., boxes 4 doz.	2 10
½ lb. screw top tins, boxes 4 doz.	2 40
1 lb. screw top tins, boxes 2 doz.	4 40

Custard Powders—"Anchor"	
10c pkgs., cases 3 doz.	0 90

Flavoring Extracts—"Anchor"	
10c bottle	1 00
2½ oz. bottle	2 00
4 oz. bottle	3 50
8 oz. bottle	6 50
16 oz. bottle	12 00
32 oz. bottle	24 00
64 oz. bottle	48 00

Flour—Potato—"Anchor"	Per doz.
Cases 2 doz.	1 20

Icings, Prepared—"Anchor"	
10c pkgs., cases 3 doz.	0 90

Mustard, D.S.F.—"Anchor"	
5c tins, boxes 4 doz.	0 45
10c tins, boxes 4 doz.	0 90
	Per lb.
¼s, tins, boxes 12 lbs.	0 38
½s, tins, boxes 12 lbs.	0 37
1s, tins, boxes 12 lbs.	0 36

Rice, Special Grain— "Anchor."	Per doz.
Cases 2 and 4 dozen	0 90

"Anchor" Brand	Per case.
Shaker Table Salt, free running, cases 2 doz., case	1 60

"GOLD MEDAL" COFFEE.

Whole or Ground—	Per lb.
½ lb. tins, cases 30 lbs.	0 34
1 lb. tins, cases 30 lbs.	0 33
2 lb. tins, cases 30 lbs.	0 32

"GOLD MEDAL" ROLLED WHITE OATS.

	Per case.
25c pkgs., cases 12 pkgs.	2 40

"KING" NAPHTHA BORAX WASHING COMPOUND.

5c pkgs., cases 50s	1 90
5c pkgs., cases 100s	3 75
10c pkgs., cases 3 doz.	3 50

"KOLONA" CEYLON TEA.

	Per lb.
30c black, green or mixed, ½ and 1 lb. pkgs.	0 25
40c black, green or mixed, ½ and 1 lb. pkgs.	0 30
50c black, green or mixed	0 35
60c black, green or mixed	0 42
80c black, green or mixed.	0 55
	Per doz.
"Meat of Wheat" Breakfast Food, cases 2 doz.	1 45
"Wheat-Os" Breakfast Food, cases 2 doz.	1 45
	Per doz.
"Piccaninny" pancake and buckwheat	1 00

LAPORTE, MARTIN, LIMITED.

Montreal Agencies.

BASIN DE VICHY WATERS.

L'Admirable, 50 qts., case 5 00

VICHY LEMONADES.

Efficace	5 50
Neptune	6 00
San Rival	7 00
La Savoureuse, Cork—	
50 qts., case	7 50
100 pts., case	9 00

CASTILE SOAP.

"Le Soleil," 72 p.c. Olive Oil.

Cs. 25 11 lb. bars, lb.	0 08½
Cs. 200 3½ lb. pieces, cs.	4 25
Cs. 12 3 lb. bars, lb.	6 60½
Cs. 50 ¾ lb. pieces, cs.	4 00
Cs. 50 1 lb. sq. pieces, cs.	4 75
Cs. 50 1 lb. long pieces, cs.	4 75
Cs. 200 200 grs. pieces, cs.	7 75
Cs. 010 300 grs. pieces, cs.	6 00
Cs. 200 300 grs. pieces, cs.	12 00

ALIMENTARY PASTES.

BLANC & FILS.

Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 06
Box, 25 lbs., loose	0 07

Imported Peas "Soleil."

	Per case
Sur Extra Fins, 40 Falcons, cs.	$10 00
Sur Extra Fins, 100 ½ cs.	15 50
Extra Fins, 50 1 kilo, cs.	14 50
Extra Fins, 100 ½ kilo, cs.	15 00
Tres Fins, 100 ½ kilo, cs.	13 50
Fins, 100 ½ kilo, cs.	11 50
Mi Fins, 100 ½ kilo, cs.	11 00
Moyens No. 1, 100 ½ kilo, cs.	10 00
Moyens No. 2, 100 ½ kilo, cs.	9 50
Moyens No. 3, 100 ½ kilo, cs	9 00

MINERVA PURE OLIVE OIL.

Case—	
12 litres	$8 00
12 quarts	6 00
24 pints	6 50
24 ½ pints	4 25
Tins—	
5 gals, 2s	2 00
2 gals. 6s	2 05
1 gal. 10s.	2 10
20s, ½ gal.	2 60

CANNED HADDIES "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.

Cases, 4 doz. each, flats per case	$5 40
Cases, 4 doz. each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½ lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

PLEASES AND PAYS

Royal Baking Powder pays you a greater profit, pound for pound, than any other baking powder.

It sells easier.

It sells faster.

It pleases your customers.

You wouldn't think of trying to establish a business by selling strong butter, stale eggs and rancid lard, when you can sell fresh, sweet goods, so why should you sell baking powder containing alum and phosphate of lime, when you can sell Royal Baking Powder made from pure cream of tartar?

"Purity pleases and pays."

ROYAL BAKING POWDER COMPANY
NEW YORK

R. H. C.

Rideau Hall Coffee is most highly commended, it's the coffee customers like. Being put up in sanitary tins it is easy to display and sell —all the deliciousness of the freshly roasted coffee bean is fully retained. Your customers will enjoy this quality coffee—there's overflow value in every cup.

Your wholesaler will supply you.

GORMAN, ECKERT & CO., Ltd.
LONDON **ONTARIO**
Western Selling Agents
MASON & HICKEY WINNIPEG

BOLOGNA

All meats are high-priced and must be so as long as present conditions prevail. There is one line, however, that has not advanced in price and furnishes a good food at a reasonable price. Bolognas are made out of good, fresh beef trimmings and are very cheap in comparison with other foods. If you have not sold them, try them now.

MADE UNDER GOVERNMENT INSPECTION

F. W. Fearman Co., Ltd.

HAMILTON, ONT.

By Special royal permission.

You'll find it easy and very profitable to sell "King Oscar" Brand Sardines

These zesty Norwegian Sardines hit the popular taste wherever they are introduced. Being widely advertised the dealer has little trouble in making the initial sale, and the first sale makes for more sales. The people enjoy the deliciousness.

Ask your wholesaler for prices.

Canadian Agents

J. W. Bickle & Greening

(J. A. Henderson)

Hamilton, Ontario

Visitors to the Exhibition are invited to call and see us

The Fruit Market is being well supplied with Foreign and Domestic Fruits. The assortment is large and prices in accordance with the times

OYSTERS

The season opens with us to-day. Start with us this season and get the best.

WHITE & CO., Ltd., Toronto

Wholesale Fruit, Fish and Oysters

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 1[illegible]¼
Tubs, 60 lbs.	0 13½
Palls, 20 lbs.	0 [illegible]3¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case..	0 11¼
Cases, 5 lbs., 12 to case ..	0 11½
Cases, 10 lbs., 6 to case ..	0 11

F. O. B. Montreal.

MARMALADE.

SHIRRIFF BRAND.
"SHREDDED."

1 lb. glass (2 doz. case)	$1 90	$1 80
2 lb. glass (1 doz. case)	3 20	3 30
4 lb. tin (1 doz. case) .	5 50	5 25
7 lb. tin (½ doz. case)	8 60	8 25

"IMPERIAL SCOTCH."

1 lb. glass (2 doz. case)	$1 60	$1 55
2lb. glass (1 doz. case)	2 80	2 70
4 lb. tin (1 doz. case)	4 80	4 65
7 lb. tin (½ doz. case)	7 75	7 50

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins.
D. S. F., ¼-lb.	$1 40
D. S. F., ½-lb.	2 50
D. S. F., 1-lb.	5 00
F. D., ¼-lb.	0 85
F. D., ½-lb.	1 45
	Per jar.
Durham, 4-lb. jar	0 75
Durham, 1-lb. jar	0 25

VERMICELLI AND MACARONI

C. H. CATELLI CO., LIMITED.

Hirondelle Brand.
Prices for Quebec.

	1 lb. pkgs.	Loose.
Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Animals, Stars, Alphabets, Small Paste Assorted, 30 lbs., cases....	7	6½
Egg noodles, case 10 lbs., loose; cases 60 pkgs., ½ lb. each	7½	7

Marguerite Brand.

Same assortment as above	6½	6

Catelli Brand.

Vermicelli, Macaroni, Spaghetti, 30 lbs. (loose)	5½
30 lb. cases, 1 lb. pkgs.	5½

Terms, Net 30 days.

Ontario.

L' ETOILE (STAR) BRAND.

Freight Prepaid.

1 lb. pkg., 25 cases or more	.07½
1 lb. pkg., less than 25 case lots	07½
5 lb. box, loose, per lb...	.05½
10 lb. box, loose, per lb. ..	.05½
21 lb., loose, long, per box	1.50

Terms net 30 days.

JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz 1 80

Straight.

Lemon, contains 2 doz. ...	1 80
Orange contains 2 doz.	1 80
Strawberry, contains 2 doz.	1 80
Chocolate, contains 2 doz. .	1 50
Cherry, contains 2 doz. ..	1 80
Peach, contains 2 doz. ...	1 80

Weight, 8 lbs. to case, Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz 2 50

Straight.

Chocolate contains 2 doz..	2 50
Vanilla contains 2 doz.	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz. ...	2 50
Unflavored contains 2 doz..	2 50

Weight 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.

3 dozen to box	3 60
6 dozen to box	7 20

30 days.

RICHARDS' PURE SOAP.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naphtha as a free premium.

Richards' Quick Naptha Soap.

GENUINE. Packed 100 bars to case.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$5 90
Five cases or more	4 95

STARCH.

THE CANADA STARCH CO., LTD., EDWARSBURG BRANDS and BRANTFORD BRANDS.

Boxes.	Cents.
Laundry Starches—	
40 lbs., Canada Laundry...	.06¼
40 lbs., Boxes Canada white gloss, 1 lb. pkgs.....	.06¾
48 lbs., No. 1 white or blue, 4 lb. cartons	.07¼
48 lbs., No. 1 white or blue, 3 lb. cartons	.07¼
100 lbs., kegs, No. 1 white	.06¾
200 lbs., bbls., No. 1 white	.06¾
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs	.07¾
48 lbs. silver gloss, in 6-lb. tin canisters	.08¼
36 lbs., silver gloss 6-lb. draw lid boxes	.08¼
100 lbs., kegs, silver gloss, large crystals	.07¼
28 lbs., Benson's Satin, 1-lb. cartons, chrome label ...	.07½
40 lbs., Benson's Enamel (cold water), per case ..	3 00
20 lbs. Benson's Enamel (cold water), per case ..	1 50
Celluloid—boxes containing 45 cartons, per case	3 60

Culinary Starch.

40 lbs. W. T. Benson & Co.'s prepared corn	.07¾
40 lbs. Canada pure corn starch	.06½
(120-lb. boxes ¼c higher.)	
Casco Potato Flour, 20-lb. boxes, per lb.	.10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.	.60
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.....	.06½
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	.07
Barrels, 200 lbs.	.06½
Kegs, 100 lbs.	.06½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lbs.	.07½
8 in case	.07¾
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case ..	.08
Kegs, extra large crystals, 100 lbs.	.07
Canadian Electric Starch—	
Boxes containing 40 fancy pkgs., per case	3 00
Celluloid Starch—	
Boxes containing 45 cartons, per case	3 60
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.06
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.07½
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	.07½
(20-lb. boxes ¼c higher than 40's.)	

UPTON'S KETCHUP

is steadily making friends for itself.

A friend made is always retained—because it is absolutely the best value on the market.

Write us for prices or ask your jobber.

THE T. UPTON CO. Limited

Factory at Hamilton,

Sales Dept. at St. Catharines.

DOMESTIC FRUIT

We have fresh arrivals every morning of the very finest quality.

TOMATOES, PEACHES, PLUMS, PEARS, MELONS, APPLES, EGG PLANT, CELERY.

IMPORTED FRUIT

ORANGES, LEMONS, BANANAS, WATER-MELONS, PEACHES, PEARS, GRAPES

EVERYTHING THE BEST.

The House of Quality.

HUGH WALKER & SON

Established 1861

GUELPH and NORTH BAY

MOTT'S "Elite" Chocolate

is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—**MOTT'S.**

Retails at 10 Cents per Cake.

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

Hot Weather Special

on

Brooms

only while they last.

4 String,	No. 100,	$3.00	line at	$2.40
4 "	" 200,	$3.20	"	$2.60
4 "	" 300,	$3.60	"	$3.00

Regular goods.

Walter Woods & Co.
Hamilton

Fresh Juicy Pickles ROWAT'S

Carefully packed in pure vinegar. Every bite is a delight. Most of your customers know this; the others will just as soon as you stock and display these profit-makers.

ROWAT & CO.

Glasgow - Scotland

CANADIAN DISTRIBUTORS

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba, and the North-west; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

Put your efforts on the lines that give you the most profits

7-20-4 Cigars

Make up that deficiency caused by unsettled conditions. **7-20-4 CIGARS**, if displayed in a case where your tobacco customers can see them, will reap you a profit worth while, as well as ensure **customer satisfaction.**
The very best tobacco obtainable, together with our well-equipped plant and skilled labor, has enabled us to produce a cigar unexcelled.
If you are not handling these cigars write us to-day for a trial order.

THE SHERBROOKE CIGAR COMPANY
SHERBROOKE, QUE.

Diamond Cleanser

Has no equal as a cleaner.
Perfectly odorless.
Harmless to bands.

COSTS $3.00 PER CASE
four doz. cans to case

SELLS at 3 for 25c
or 10c a can
giving the grocer a good profit. Five case lots cost $2.85 a case.
Handled by all jobbers.

Manufactured by
Stephens, Welch & Co.
7 Ossington Av., Toronto

Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Company
LIMITED
NIAGARA FALLS, ONTARIO

Georgian Bay —Apples—

Famous the World over for keeping and for quality. Our Beaver Brand the best of these. We are packing and carefully grading this year. Our stock is fine this year. Can quote Fall and Winter in boxes and barrels. Quality never better and prices reasonable.

Winter stock, good per cent. of Spies, also good per cent. No. 1. Carlots our specialty. Write for prices.

Can also quote Crab Apples and Pears.

Beaver Brand Evaporated Apples. We can quote in large or small quantities. Where once tried, they are repeaters and sell themselves. Buy the best and sell more. Enquiries cheerfully answered.

ELLIS BROS.

Meaford, Ont. **Box 130**

Phone 79, Evap. 177, Residence 175

No Dealer

should ever be without a goodly supply of Fels-Naptha soap. It's the easy soap for grocer and the easiest soap for consumer. And it's easy on the clothes, too!

"Aurora"

The Valencia Oranges that cost no more than other high-grade brands but are

Better.

Ask your jobber

J. J. McCabe
AGENT
TORONTO, ONT.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.
143-153 University Ave., Toronto

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.	Vancouver, B.C
Edmonton, Alta.	Hamilton, Ont.
Halifax, N.S.	Montreal, Que.
London, Ont.	Quebec, Que.
Ottawa, Ont.	Toronto, Ont.
St. John, N.B.	Winnipeg, Man.

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, GENERAL MANAGER WESTERN CANADA
TORONTO

Apples

We will pack

10,000

barrels

of the celebrated Georgian Bay Apples this Fall. Place your orders early.

LEMON BROS.

Owen Sound, Ontario

Buyers' Guide

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

You Want This

Taylor's Prepared Mustard

IN JARS

Over 100 years of success. A great deal different and a great deal better. Royalty has used it.

Agents Wanted

H. P. Taylor, 14 Place Royale, Montreal

COMTE'S

Satisfaction and profits with every sale. We want more agents. Write

Augustin Comte & Co.,
Limited, P. O. Box 2963, MONTREAL

COFFEES

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal

WRITE TO
10 Garfield Chambers, Belfast, Ireland,
for Sample Copy of the

Irish Grocer, Drug, Provision and General Trades' Journal

If you are interested in Irish trade.

GRATTAN & CO., LIMITED
ESTD. 1825
The Original Makers of

BELFAST GINGER ALE

Agents in Western Canada
EMERSON, BAMFORD CO.
842 Cambie Street VANCOUVER, B.C

HOLLAND RUSK

No other food product compares with Holland Rusk. It is in a class by itself and will bring and hold trade for you. Order from your jobber to-day.

HOLLAND RUSK COMPANY
HOLLAND, MICH.

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper

---

53 Highest Awards in Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA

Registered Trade-Mark

Our Cocoa and Chocolate preparations are Absolutely Pure — free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co. Limited

Established 1780

Montreal, Can. Dorchester, Mass.

20th Century Retailing DEMANDS the use of

ALLISON COUPON BOOKS

You can't get away from credit business without driving away trade. And if you don't use **Allison Coupon Books** you are bound to lose some money on credit accounts. Allison Coupou Books make credit business "good as gold."

HERE'S HOW THEY WORK:

When a man wants credit give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No passbooks, no charging, no time wasted, no errors, no disputes.

For Sale Everywhere by Jobbers.

ALLISON COUPON COMPANY
Indianapolis, Indiana, U.S.A.

John Wanamaker says that advertising doesn't jerk — it PULLS. He ought to know, and yet some men think that advertising should go against all rules and precedents and jerk them to success with one tremendous yank.

Talk across Canada for two cents a word

WHAT DO YOU WANT TO BUY OR SELL?

A Show Case, Cheese Cutter, Coffee Mill, a Meat Slicer, a Business? Whatever your wants may be, always use this page. It is only through Canadian Grocer's Condensed Ad. Page that the fullest publicity can be given, because "Canadian Grocer" goes into the hands and is read from cover to cover by every progressive Grocer from the Atlantic to the Pacific.

Try it out.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word for first insertion, 1c for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

COLLECTIONS

COLLECTIONS—ACCOUNTS AND CLAIMS of every nature collected everywhere. Send for free booklet C and forms. Commercial Collection Co., 77 Victoria St., Toronto. Ont.

MISCELLANEOUS

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 134, Stair Building, Toronto.

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

FIRE INSURANCE INSURE IN THE Hartford. Agencies everywhere in Canada.

THE NATIONAL CASH REGISTER COMpany guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

ACCURATE COST-KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination employees' time register and cost keeper. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

WANTED

WANTED—MANAGER OF STORE. MARried man between twenty-five and forty, thoroughly experienced in the grocery trade, of good address, and competent to handle all departments. Salary and share of profits to the right man. State fully experience, references and salary expected. Box 68, Canadian Grocer, Toronto. (4-9-14)

WANTED—A RELIABLE, AMBITIOUS MAN in every town, to look after the circulation of magazines. Work very remunerative. MacLean Publishing Company, 143-153 University Ave., Toronto, Ont. t.f.

ENERGETIC SALESMAN, AGE ABOUT 40, wanted Must have grocery connection between Montreal and Quebec. White Swan Spices & Cereals, Pearl St., Toronto, Ont. tf

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

WANTED—A POSITION IN GROCERY AS clerk or manager. Am now manager of Grocery Dept. of Best Grocery Store in the Boundary. Address, C. J. Allen, Greenwood, B.C., Can.

FOR SALE

GROCERY STORE FOR SALE — EXCELlent proposition. Stock and fixtures about $3,500. Turnover $13,000 to $14,000 yearly. Will sell property with business or rent. Illness reason of selling. Good buy for quick sale. Box 59, Canadian Grocer, Toronto.

FOR SALE — CASH REGISTER, SINGLE drawer. Best condition. At half cost. Apply E. A. Stahl, Berlin. 4914

GENERAL STORE AND MEAT MARKET—phone central, in connection. On Calgary and McLeod branch C.P.R. Stock $5,500.00, turnover $1,500.00 per month. Living rooms above store. Reply to Box 57, Canadian Grocer Toronto.

FOR SALE—AN ADVERTISEMENT UNDER this heading would be seen by practically every progressive grocer in the Dominion. This means that it will be read by the very man who is in need of such a coffee mill, cash register, cheese cutter, showcase, etc., that may be standing idle in your store, and which could be turned into money by an outlay of just two cents a word. See our rates above and send your ad. along to-day.

AGENCIES WANTED

MONTREAL JOBBING FIRM SEEK agency for Canadian independent canners. Good references. Box 60, Canadian Grocer, Toronto. 119

WANTED

WANTED—A RELIABLE, AMBITIOUS MAN in every town, to look after the circulation of our magazines. Work very remunerative. MacLean Publishing Company, 143-151 University Ave., Toronto, Ont. t.f.

Are You Interested?

In Buying a Business,
In Selling a Business,
In Engaging a Clerk,
In Securing a Position,
In Securing a Partner,
In Disposing of Second-hand Fixtures,

Then you should use
Canadian Grocer's Classified Ad. Columns.

It should find for you among the progressive Grocers of Canada at least one individual who is on the lookout for just such a proposition that you have to offer.

CANADIAN GROCER reaches the retailer, the wholesaler, the manufacturer, the clerk and the traveller, just the men to whom you wish to sell or from whom you would buy.

No Other Paper Reaches All These Men.

RATES:

(payable in advance)

2c per word, first insertion.

1c per word, subsequent insertions.

5c extra per insertion when replies are to be addressed c|o Canadian Grocer.

Canadian Grocer

143-153 University Ave., Toronto

THE "WANT AD."

The "want ad." has grown from a little used force in business life into one of the great necessities of the present day.

Business men nowadays turn to the "want ad." as a matter of course for a hundred small services.

The "want ad." gets work for workers and workers for work.

It gets clerks for employers and finds employers for clerks. It brings together buyer and seller, and enables them to do business though they may be thousands of miles apart.

The "want ad." is the great force in the small affairs and incidents of daily life.

Despite the high prices prevailing, the Demand and Consumption of

CANNED LOBSTERS

in the Dominion of Canada are increasing annually. The volume of pack is smaller.——Customers insist more and more for reliable brands.

Owing to the War

it is expected that next season some of the best qualities hitherto exported to Germany and other Continental Markets will be available for the Canadian Trade.

To Secure Uniformity of Quality

and render this branch of the Grocery business satisfactory to both Wholesaler and Retailer, all BUYERS—catering for high-class trade—will do well to handle

"ENCORE BRAND"

A Standard quality in the Export trade for 35 years

The Product of the Largest Lobster Shippers and Packers in the World

A big demand for all classes of Canned Foods is anticipated this Winter. Your stock will not be complete without Canned Lobsters. Ask your Wholesale Grocer for "ENCORE" BRAND.

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The Sherer Grocery Counter
MADE IN CANADA

This splendid grocery counter is in use in huudreds of progressive Canadian stores.

BIGGS BROS. LIKE THEIRS.

Sherer-Gillett Co., Chicago, Ill.

Regina, Sask., Canada, December 1st, 1913.

Dear Sirs:—

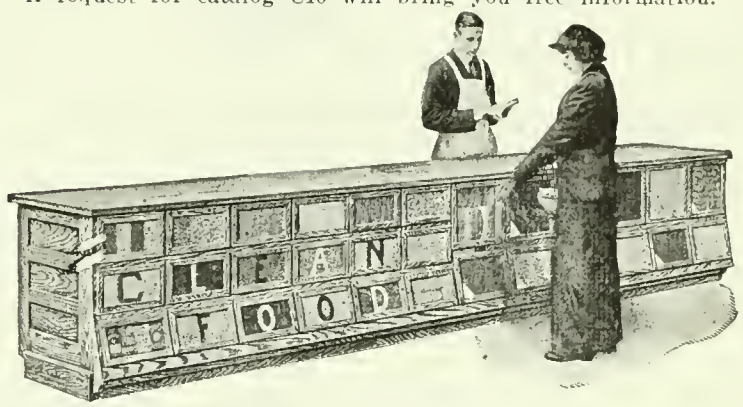
We are very well satisfied with your counter; in fact we don't know how we could get along without it now. It is clean, dust-proof, and is well built as good furniture, and we do not hesitate to say that it has paid for itself.

Next year we intend to enlarge onr store and we will be in the market for another counter, and it will be a Sherer.

Yours very truly,

BIGGS BROS.,
per Chas. A. Biggs.

Give us—please—the opportunity to tell you some of the many ways iu which our counter will increase your net profits. A request for catalog C10 will bring you free informatiou.



PATENT PENDING

SHERER-GILLETT COMPANY
Head Office: Chicago, Ill.

Canadian Office and Factory: Guelph, Ont.

Safe Investments

The Financial Post of Canada is the recognized authority on Canadian investments.

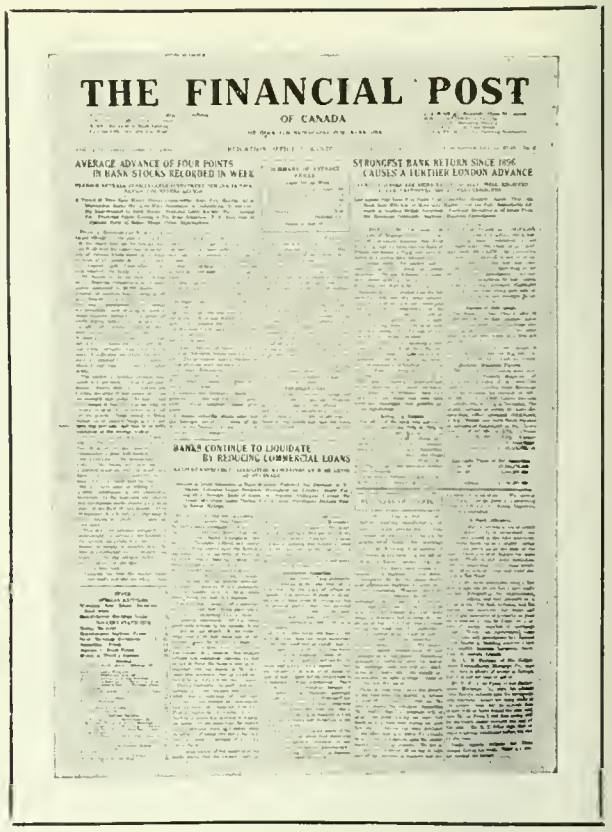
Each week it gives much exclusive information respecting Canadian companies; also reliable news on bond and stock issues, mining and real estate conditions.

The INVESTOR'S INFORMATION BUREAU is maintained free to subscribers and answers by letter all inquiries about investments. Write for sample copy and our subscription offer.

The Financial Post of Canada
TORONTO

"The Canadian Newspaper for Investors."

The Business Outlook


THE FINANCIAL POST
OF CANADA

AVERAGE ADVANCE OF FOUR POINTS IN BANK STOCKS RECORDED IN WEEK

STRONGEST BANK RETURN SINCE 1856 CAUSES A FURTHER LONDON ADVANCE

BANKS CONTINUE TO LIQUIDATE BY REDUCING COMMERCIAL LOANS

The daily sensational rumors from unauthoritative sources should not guide the proficient manufacturer or business man.

It is not sufficient merely to have "news"—

YOU MUST HAVE FACTS

The Canadian Business Man

has never been in greater need of accurate knowledge of actual conditions — and of the best possible business and financial counsel! The Financial Post through its unexcelled sources of information, and its exact analyses and forecasts, coupled with its by-mail Information Bureau which deals with financial or business problems, furnishes a service of unsurpassed value.

LET

The Financial Post

of Canada

serve you at least during the next four months

Sign ← **the attached Coupon and return**

to us with one dollar for four months, or if more convenient pay on receipt of bill.

Date 1914

To:

THE FINANCIAL POST
143-153 University Ave., Toronto

Dear Sirs:

Please enter my/our subscription to The Financial Post at the rate of one dollar for four months.

Name .....

Street or Box No. .....

City .....

Annual Subscription $3.00 the year

C.G. IV

The Prince *of* Tobacco Blends

After experimenting with various blends for six years our expert blender produced "Our Seal" smoking mixture and pronounced it good, and it is good. It is of a rich mellow flavor and has a peculiarly delightful fragrance that satisfies the young smoker as well as the hardened veteran. It pleases them all and brings ready sale and good profit. "Our Seal" is the prince of all tobaccos.

Stock it to-day—Write your wholesaler.

Tuckett Limited

HAMILTON, ONT.

Our Seal TUCKETT'S SMOKING *Tobacco*

Quaker Flour, Quaker cereals and Quaker feeds are the products of this magnificent plant at Peterborough.

Quaker Flour makes better bread because it is better flour, made in a better mill.

In *your* business it would mean flour satisfaction.

Total Flour Capacity 5,000 Barrels Per Day
Sold the World Over

Made by the Manufacturers of
Quaker Oats, Puffed Wheat, Puffed Rice, Etc.

The Quaker Oats Company Peterborough, Ont., and Saskatoon, Sask.

(625)

No Advance in Shirriff's Orange Marmalade

We feel it is our duty as Canadian citizens and Canadian manufacturers to supply the people's food at the old prices, if possible, in this crisis. In times of peace Shirriff's Orange Marmalade has been

The Leading Canadian Make

In times of war it is the leader in the fight for fair prices. Even though sugar has greatly advanced, Shirriff's Marmalade has not been advanced.

We have on hand a considerable stock and will fill all orders for prompt shipment at the old list price.

In times like these we want to do our share in bringing trade back to a normal condition, and are helping to do so by keeping the price of marmalade down to the lowest possible.

Retain and satisfy the most fastidious trade by selling Shirriff's Marmalade—the finest that money can buy It is the equal of any imported brand and will have a lasting and increasing demand once you have introduced it.

Put up in the following sizes:

1-lb. glass,
2-lb. glass,
4-lb. tins,
7-lb. tins.

Imperial Extract Co.

12-24 Matilda Street
TORONTO

IN THIS ISSUE—WAR AND THE TEA MARKET

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVIII PUBLICATION OFFICE: TORONTO, SEPTEMBER 11, 1914 No. 37

Truly Table Economy

¶ There are but few of us who do not need to economize in some way during this period of uncertainties.

¶ Some may do with less expensive clothes, some cut out luxuries, others economize in various ways.

¶ A vast majority will economize on their table, and right here is one of the best ways to do it.

¶ Pure, wholesome, nourishing and inexpensive is Crown Brand Corn Syrup—yet it is as delicious as honey and takes the place of much more costly fruits, etc.

¶ What better dessert than Crown Brand Corn Syrup?

Order a good supply to-day.

Canada Starch Co., Ltd.

Montreal Cardinal Brantford Fort William

The Army Grows Greater

Every year sees the army of users of Shirriff's True Vanilla growing greater. For thirty years this famous extract has been making converts to True Vanilla.

Women who tried

Shirriff's True Vanilla

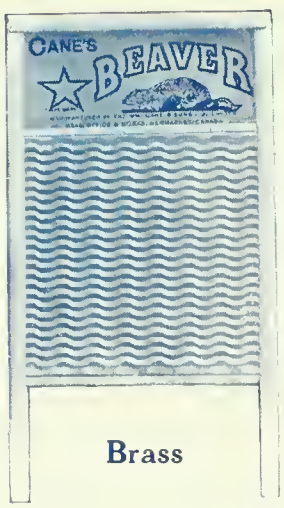
thirty years ago are using it to-day. Their daughters are using it. Their friends are using it. For it is a recognized fact that those who use one bottle of Shirriff's True Vanilla want to use it again. And its use soon becomes a firmly fixed habit, for who would want to go back to an ordinary Vanilla after tasting the flavor of the extract of the finest Mexican Vanilla Beans—Shirriff's True Vanilla?

Grocers, too, who bought Shirriff's True Vanilla thirty years ago are buying it to-day. It has stood the test of time. It has proven itself worthy of the grocers' trust. It is always worth 100 cents on the dollar. Always pays a good profit.

Imperial Extract Co.

Steiner and Matilda Streets

Toronto



Brass

Zinc

Four different wash surfaces

There is a Cane Washboard surface to meet every requirement. By handling these lines you will not only insure satisfaction, but you will get their trade for other "**Cane**" **Woodenware Products.**

These include pails, tubs, mop-sticks, butter molds, bake boards, folding clothes and saw horses, etc.

Made with best materials, good workmanship and fine finish. Satisfaction guaranteed — profits are remunerative.

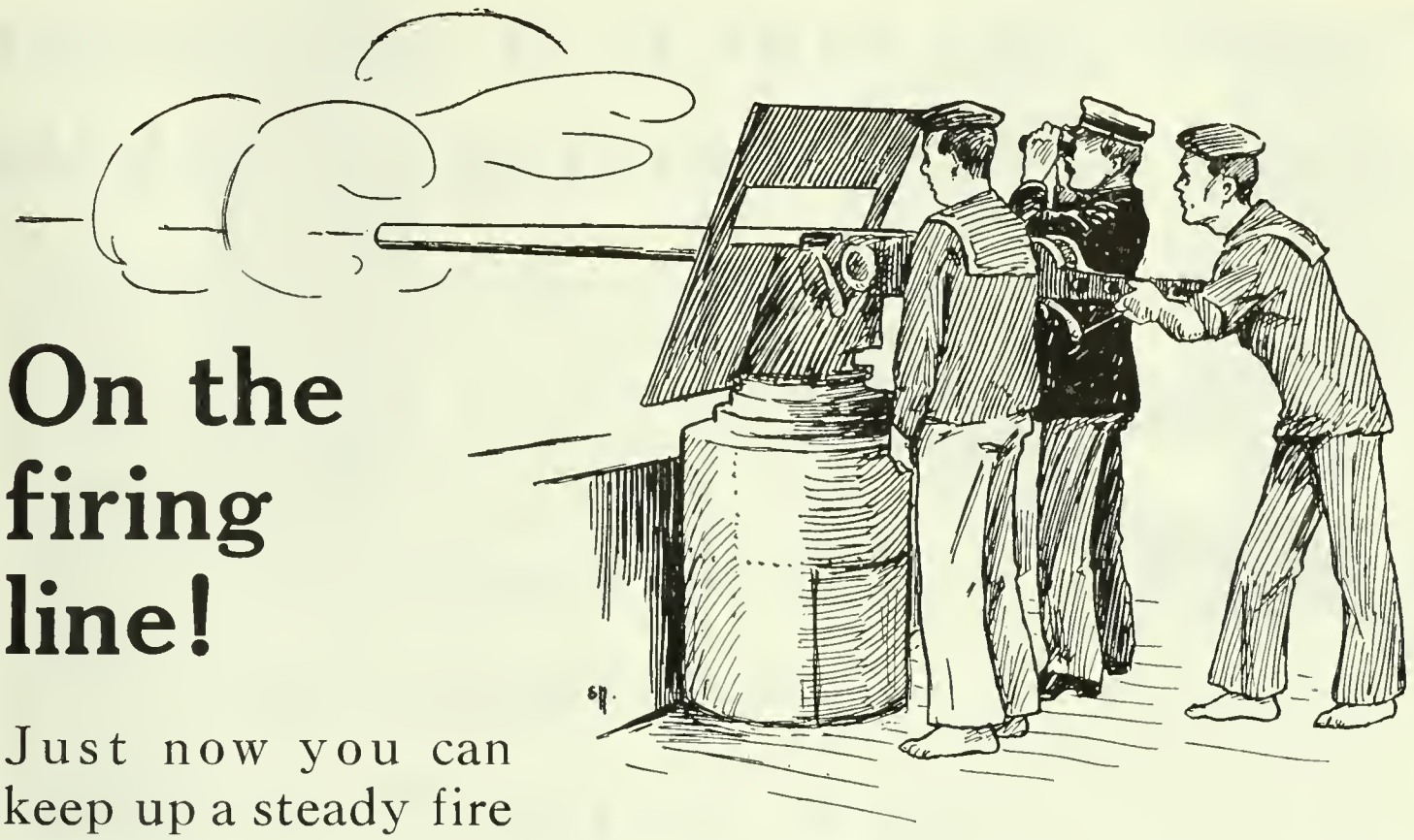
Your jobber can supply you. Get our catalogue for reference.

The Wm. Cane & Sons Co., Ltd.

NEWMARKET ONTARIO

Glass

Enamel



On the firing line!

Just now you can keep up a steady fire of sales, and win quick and profitable success by selling California grown, dried and canned fruits—

Griffin & Skelley Brand

They represent the heighth of perfection in fruit and vegetable growing, drying, preparing and packing—they are known as the standard of quality. Your customers appreciate if you sell this pack.

Here is a partial list of the Griffin & Skelley lines. Ask your wholesaler for a complete list and prices:

DRIED FRUITS

Apricots
Prunes
Seeded and Seedless Raisins

CANNED FRUITS

Peaches
Grapes
Pears
Black Cherries
White Cherries
Blackberries
Damson Plums
Greengages
Raspberries
Strawberries
Pineapples
Asparagus, etc.

Arthur P. Tippet & Company

AGENTS

Montreal, Que.

"Sterling" Jam is a live seller —just like "Sterling" Pickles

"Sterling" Jams have a flavor that is unsurpassed —composed of choicest freshly picked fruit, carefully prepared and packed in Canada's largest and most sanitary pickle and jam factory. The name "Sterling" is your and your customers' safeguard for quality. Made in various fruit flavors—a good selling line with a good margin of profit.

Ask Your Wholesaler for Prices.

The T. A. Lytle Co., Limited

STERLING ROAD TORONTO

E. S. & A. ROBINSON, LTD. BRISTOL, ENG.

EXPORT MANUFACTURING STATIONERS,
COLOR PRINTERS—COLLAPSIBLE CARD-BOARD BOX MAKERS.

PAPER BAG MAKERS

SPECIALITIES:—

TEA AND COFFEE BAGS.
LABELS, LITHOGRAPHED AND EMBOSSED SHOWCARDS—CALENDARS.
OFFSET AND EMBOSSED LETTER-HEADS.
ENVELOPES OF EVERY DESCRIPTION.
EVERYTHING IN PAPER AND PRINTING FOR *THE MANUFACTURING PACKER.*

Mail Enquiries for Samples and Quotations, to

E. S. & A. Robinson Ltd., Bristol, England

E.D.S. Fruit Products have not advanced in price—the steady demand continues

Absolute purity and steady consumer advertising — two powerful factors that keep up a steady, all-year-round demand. E. D. S. Jams, Jellies, Marmalades, Catsups, Drinks, etc., give the better satisfaction on both sides of the counter. The profits for the dealer are good, and the quality (100% purity), and deliciousness ensures customer satisfaction that means repeat sales.

TRADE MARK
E
D S

Made only by

E. D. Smith & Son
Limited
WINONA ONTARIO

AGENTS:

NEWTON A. HILL -	Toronto
W. H. DUNN - - -	Montreal
MASON & HICKEY -	Winnipeg
R. B. COLWELL -	Halifax, N.S.
A. P. ARMSTRONG -	Sydney, N.S.

Gail Borden

the man who invented the process which made it possible for the entire world to have pure Milk

He introduced the sanitary system which takes care of the milk from the cow to the cup in its pristine purity.

Gail Borden left behind him an organization that has grown to be the largest in the world for the handling of milk, an organization inspired by his zeal, his honesty and his ability, an organization which has made his name a synonym for milk—fresh—condensed—evaporated—cultured—malted—every form of milk, but always pure and always good.

For profit and customer satisfaction you will find it best to sell the Borden Brands—"Eagle" (Condensed), "Reindeer" (Condensed), "St. Charles" (Evaporated), "Jersey" (Evaporated), "Reindeer" Condensed Coffee, "Reindeer" Condensed Cocoa.

Your wholesaler can supply you.

Borden Milk Co., Limited

"Leaders of Quality"
MONTREAL

Branch Office: No. 2 Arcade Bldg.
Vancouver, B.C.

JAPAN TEAS:—

Our import orders and shipments are coming along regularly.

There is a general rush for our musters of actuals which up to the present have all been sold immediately, and in fact the demand this season has practically doubled.

FURUYA & NISHIMURA

Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste 'Bluenose' yourself! Then you'll feel more enthusiastic about recommending it.

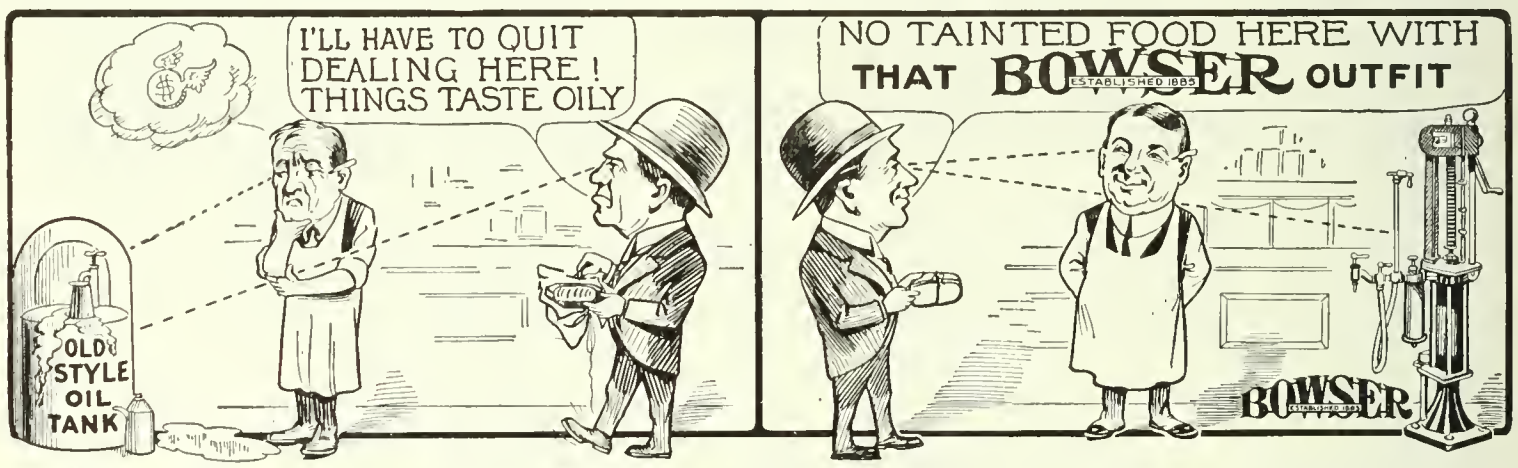
SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax, - N.S.


I'LL HAVE TO QUIT DEALING HERE! THINGS TASTE OILY
OLD STYLE OIL TANK
NO TAINTED FOOD HERE WITH THAT BOWSER OUTFIT
ESTABLISHED 1885
BOWSER

A Justifiable Kick

In a village grocery store where everything may be furnished from a postage stamp to a complete house-keeping outfit, a customer entered the other day and leisurely approached the proprietor.

"Look here, David," he complainingly remarked, "I ain't kickin' none, but ain't there some way that you can kind of separate your grocery business and your post-office business so they won't get mixed so much?"

"There you go complaining again," said the proprietor.

"No hard feelings, David, but the other day I got some postage stamps just after Jake Smith got two gallons of oil and every blamed one of them tasted of kerosene."

A very characteristic incident, but its equal happens many times where kerosene is handled by slip-shod methods. The trouble is, "Mr. Proprietor" does not always know when there is a "justifiable kick—many a good customer goes elsewhere and says nothing.

Not so where a

BOWSER ESTABLISHED 1885

Safe Oil Storage System

is used. Then there are no tainted goods, no dissatisfied customers, no oily hands, floors or clothes. All the oil, odor and all, is in the tank where it belongs until pumped into the customer's can. Bowser outfits do not leak or splash. No lost oil—no lost time—no lost customers. Made in all styles, sizes and prices to meet individual requirements.

We have a book "For Your Store" which would be interesting and valuable to you. Write at once for a copy. No obligation.

S. F. BOWSER & COMPANY, Inc.

66-68 Frazer Avenue, - - Toronto, Ont., Canada

Made by Canadian Workmen and Sold by Canadian Salesmen.
Sales Offices in all Centres and Representatives Everywhere.

Original patentees and manufacturers of standard, self-measuring hand and power driven pumps, large and small tanks, gasolene and oil storage and distributing systems, oil filtering and circulating systems, dry cleaner's systems, etc. Established 1885.

Don't Buy "An Electric Coffee Mill"

Buy a COLES GUARANTEED ELECTRIC MILL

There's a tremendous difference — as great as there is between an unsigned check and a signed one.

When the name COLES is on your mill you're certain it's "right."

Have you a copy of Catalogue 913C?

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

COLES MANUFACTURING CO.

1615 North 23rd St. PHILA., PA

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.

Are you coming to the Canadian National Exhibition?

WE are looking forward with pleasure to meeting a large number of friends at

OUR BOOTH

Right-hand Side of Entrance to Manufacturers' Annexe.

Here you will find **Ocean Blue; Cipsy Stove Closs; Linoleo Floor Wax; Closso, The One-Minute Metal Polish; Zog, The Paint Cleaner;** and **Pyn-ka Polish,**—a line of sellers that bring customers to your store and keep them satisfied. Our chief representatives will be in attendance and will cordially welcome your call at our booth. Make it your headquarters throughout the Exhibition.

HARGREAVES (CANADA), LIMITED,
33, FRONT STREET, E. TORONTO.
Western Agents: For Manitoba, Saskatchewan & Alberta: Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon: Donkin, Creeden & Avery, 117, Arcade Buildings, Vancouver, B.C.

H·E·I·N·Z H·E·I·N·Z

Your Good Will

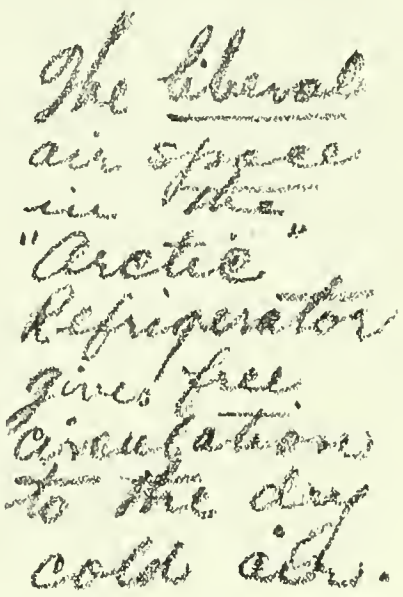
and co-operation are all we ask, because it is no *work* for you to sell *Heinz 57 Varieties.* We keep the consumer interested by steady national advertising, we please your customers by maintaining quality and purity, and, our Grocers' Service Department goes still further.

It is to help you get more business.

Ask our salesman about it or write to us for full particulars.

H. J. HEINZ COMPANY
PURE FOOD PRODUCTS
PITTSBURGH, U. S. A.

H·E·I·N·Z H·E·I·N·Z



John Hillock & Co.
Limited
TORONTO, ONTARIO

AGENTS

Western Ontario: J. H. Galloway & Co., Hamilton. Saskatchewan: Western Butchers' Supply Co., Regina, Sask. Montreal: W. S. Silcock, 33 St. Nicholas Street.

CATALOG ON REQUEST

A MESSAGE TO MEN

These are days when men **are men.**

The craven-hearted are skulking and falling back—they are finding excuses for going to the rear—they have no stomach for a fight—they are licked.

The real men of Canada are going about their affairs—they have given up their vacations, they are on the firing line of business, and their courage and patriotism are in evidence every hour of the day.

They are not lying down—they are **standing up** and they will maintain and improve our place **in the sun of commerce and industry.**

The way to locate the real men of business these days is to listen to their talk and see how they act.

The real men of business have not pulled down the flag; they have not quit advertising; they have not called in their salesmen; they have not locked the factory door.

Yes, they have in many instances "pulled their belt straps a little tighter." They have perhaps curtailed a bit here and there, as they have mobilized their working forces and reserves—and gained greater efficiency thereby.

But haul down the flag and lie down?

Never!

Let us look about.

The ingenuity of the Canadian, always best displayed in a time of stress, will find a substitute for every needed article that enters into our daily life and which we formerly secured from abroad.

We will continue to buy from England, France and United States all the things that we need which they can send us.

We will send to the world, except Germany and Austria, all things that we grow and make and which the rest of the world buy from us.

There are some men whose middle name is "Cancellation."

They have run to cover after 'phoning, wiring and writing the people they deal with to "Stop Everything."

The quitter who stops his business campaign recklessly is the man who trades recklessly. He is the anti-conservative. He lacks poise and balance, and he will be the first to go under when pressure comes.

The trade routes of the world are being redrawn. The great Continent to the south of us beckons and says:

"We want you to take our hides, our cattle, our coffee, our rubber, and we will buy your textiles, your machinery, your shoes, your hardware, your oil and all the other things that you make that we need."

The machinery of distribution is the requirement of the moment—and we are making rapid progress.

The Panama Canal is open; cargo ships of great capacity are passing through the great waterway.

The west coast of South Africa is at our doors.

The wheat of Alberta, the lumber of British Columbia, have a new pathway to the Atlantic.

Where do we stand?

We have goods to sell—and competition largely eliminated. The gods of war have given us a large monopoly of the surplus of the needed things of life.

We will put idle men to work in vocations where there will be a new demand for what we can make that the nations want.

We will advertise to the world that Canadian men are going to prove in this year of years that the Canadian type of civilization is triumphant.

This publication is ready to aid every real merchant and manufacturer who nails his flag to the mast of progress and patriotism.

The advertisers in this and every issue of this publication are flying their flags.

The advertisement of a business is **the outward visible sign that it is alive.**

When the advertising flag disappears, he who hauls it down admits that **he was a merchant of yesterday.** We are dealing with men of to-day and to-morrow.

The Canadian men to-day who see the true trend of things are mobilizing for a great forward movement—a movement that is fraught with great opportunities and great victories, and our victory will be just as great as we deserve to have it.

This is the time for **Commercial Courage** and not for **Commercial Cowardice.**

CANADIAN GROCER

Boost Canadian Peas

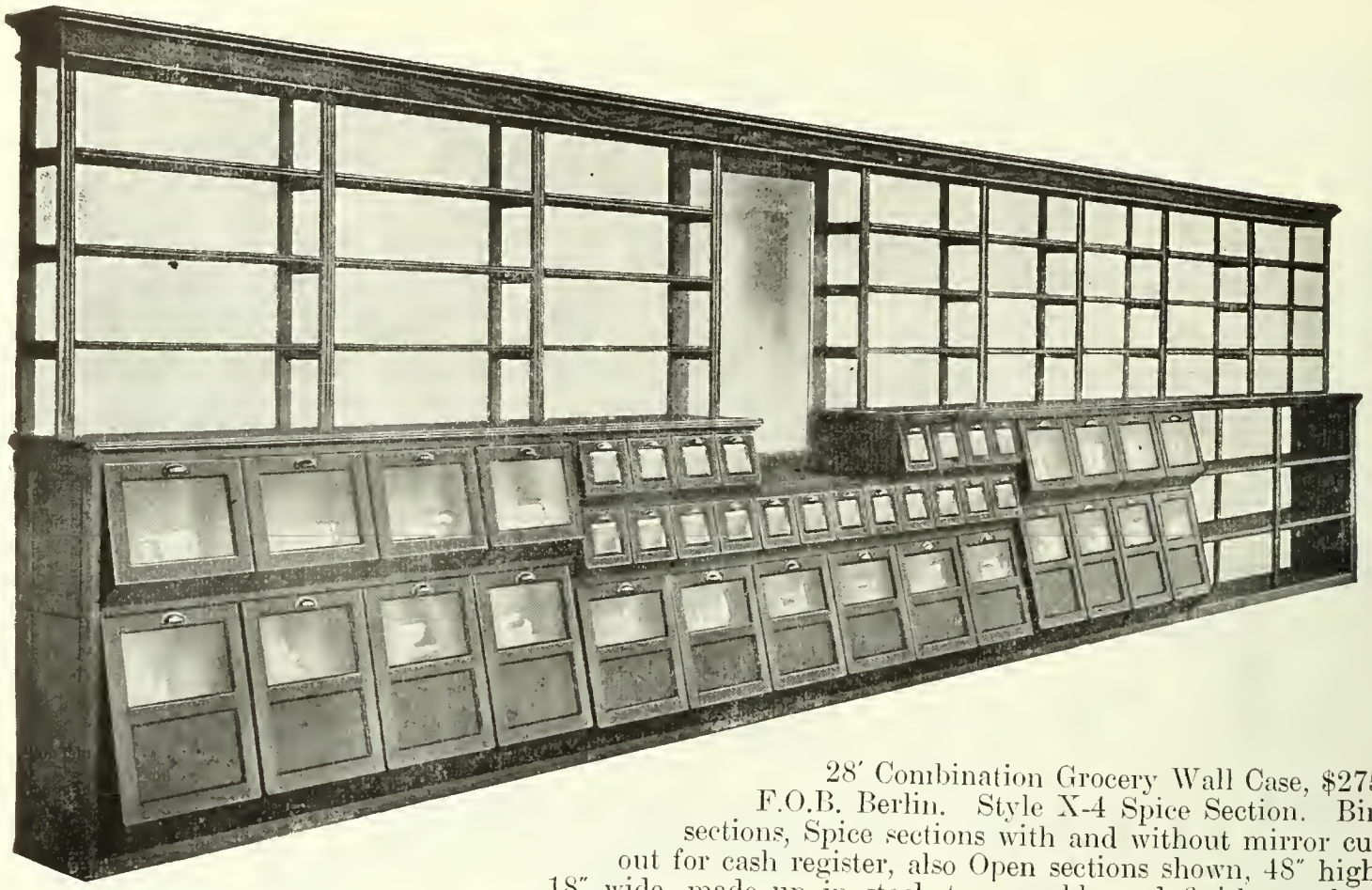
Canadian Grown, Canadian Packed

PUSH Dominion Canners "Early June" and "Sweet Wrinkle" Peas for better profit. They are 2½c. and 5c. dearer per dozen than the standard, but sell for more money and give a better percentage of profit.

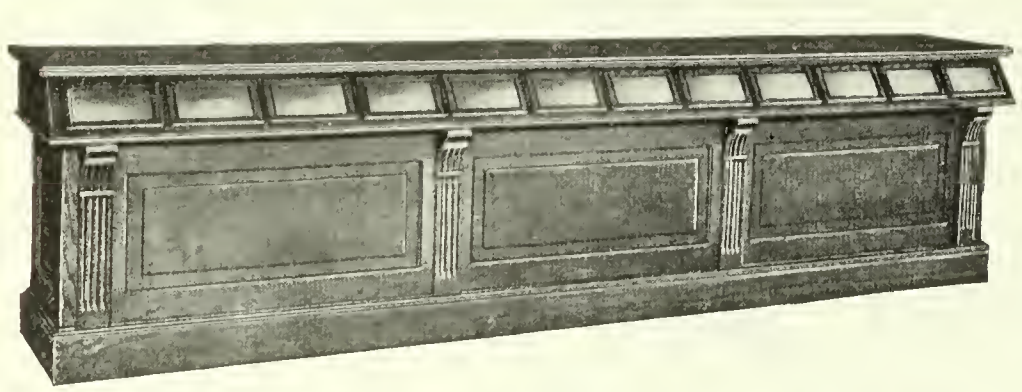
Place your order early and boost for Canadian grown and packed peas.

Dominion Canners, Limited

HAMILTON, CANADA



28′ Combination Grocery Wall Case, $275 F.O.B. Berlin. Style X-4 Spice Section. Bin sections, Spice sections with and without mirror cut out for cash register, also Open sections shown, 48″ high, 18″ wide, made up in stock to assemble and finish on short order in all lengths. Shelving shown is 48″ high and 10″ wide.



Counter No. 11. Best sales counter made. Bevel glass display is up in line of vision and avoids breaking of glass and unsightly appearance often seen in full glass front counters.

With shelves .. ....$6.25 ft.
1 row bins ... . 8.25 ft.
2 row bins ... . 8.75 ft.
F.O.B. Berlin.

Lengths 10 feet and up. Any variation of rear equipment to order. Use the roomy *Patented Bins,* air-tight and sanitary, instead of awkward, out-of-date drawers for foodstuffs.

Send your floor plan and specifications, and get particulars of refitting to reduce cost of doing business and waste of stock in your store

The Walker Bin and Store Fixture Co., Ltd.

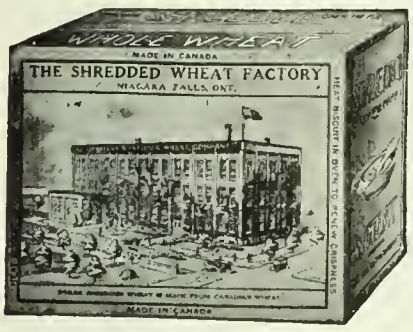
BERLIN, ONTARIO

Is Not a Mush or a Porridge

The wise, up-to-date grocer will sell what the customer asks for, but it is well to remember that

Shredded Wheat

is not a mush or a porridge. You have to chew Shredded Wheat. Children cannot bolt it down as they do a mushy porridge. Chewing is the first process in digestion. In children it develops sound teeth and healthy gums. It is always fresh, always clean, always pure, always the same.



TRISCUIT is the Shredded Wheat Wafer — a crisp, tasty, whole wheat toast—**delicious with** butter, cheese or marmalades.

Shredded Wheat Biscuit is packed in odorless spruce wood cases, which may be readily sold for ten or fifteen cents, thereby adding to the grocer's profits.

Made By

The Canadian Shredded Wheat Co. Limited
Niagara Falls, Ont.

Toronto Office: 49 Wellington Street East

(54-A)

"SOVEREIGN"
SALMON

FINEST BRITISH COLUMBIA

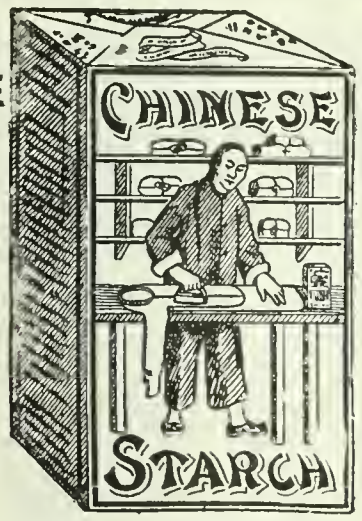
SOCKEYE

QUALITY

IS OUR FIRST

CONSIDERATION

PACKED BY
THE ANGLO BRITISH COLUMBIA PACKING CO. LTD.
VANCOUVER, B. C.



Profitable goods make you a permanent customer of the firm from whom you buy them. Your customers have the same attitude towards you.

CHINESE STARCH

is a profitable line for you to carry, because it is a ready seller, enabling you to turn your stock quickly.

Chinese starch satisfies in every way; your customers are bound to be pleased with the excellent results obtained from its use and they'll come back for more.

Freight prepaid on order for two cases or more.

Ocean Mills, Montreal

For over 50 years **Cook's Friend Baking Powder** has given absolute satisfaction. Made in Canada from purest Grape Cream Tartar, unsurpassed by any imported, and sells at half the price. Purer than the Law Demands. Contains No Alum.

W. D. McLaren, Limited, Montreal

Tartan BRAND
THE SIGN OF PURITY

You can rely on us to give you Best Service and Best Prices possible during the present unrest and trouble.

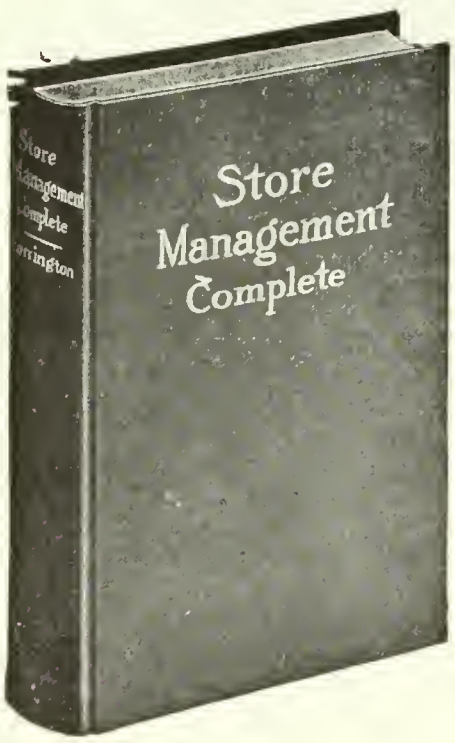
BALFOUR, SMYE & CO., Wholesale Grocers HAMILTON

'Phones: No. 3595, 3596, 3597, 3598, 748, 462; 1807 Night 'Phone.

In our Classified Columns on page 61, there is almost sure to be a proposition which will interest you.

You should use our Condensed Ad. page for making your wants known. Whether it be a partner, clerk or salesman required, or a buyer for your business, or if you have bought a cheese-cutter or a showcase, etc., and want to sell your old one, you will find Canadian Grocer's Classified page most productive of replies.

ARE YOU THE MAN AT THE HELM?



Are you running your ship of business along the shortest and safest course to the harbor of success? Or are you going a roundabout way, scratching and scraping along the rocks of loss and failure.

Get in the right course, be on the lookout for new thoughts, ideas, schemes, etc., and you will have a successful run.

STORE MANAGEMENT COMPLETE

is a guide that will show you how to get the maximum trade and profit out of your busines. This book is written by Frank Farrington (a companion book to "Retail Advertising Complete.") It tells all about the management of a store. The following is a synopsis of one of the chapters:

CHAPTER V.—THE STORE POLICY—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivery goods. Substitution. Handling telephone calls. Courtesy. Rebating railroad fare. Courtesy to customers.

"Store Management—Complete" is bound in cloth, contains 272 pages, 16 full-page illustrations, and 13 chapters. $1.00 brings this book to you postpaid Money refunded within 10 days if not satisfactory.

TECHNICAL BOOK DEPARTMENT
MacLean Publishing Co.
143-149 University Avenue TORONTO

CLARK'S
TOMATO KETCHUP

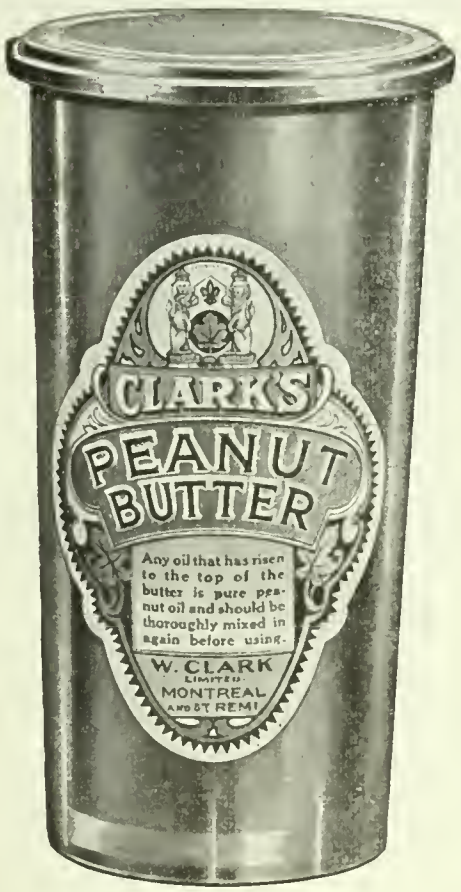
Sizes, 8 oz., 12 oz., 16 oz,

CLARK'S REPUTATION, we are sure, Mr. Grocer, is a sufficient guarantee that CLARK'S 1914 pack will be the BEST EVER.

Only the best ripe tomatoes used and absolutely no preservatives.

THE PUREST OF THE PURE.

ORDER NOW.


CLARK'S
PEANUT
BUTTER
Any oil that has risen to the top of the butter is pure peanut oil and should be thoroughly mixed in again before using.
W. CLARK
LIMITED
MONTREAL
and ST REMI

CLARK'S
PEANUT BUTTER

Sizes, ¼, ½, and 1, and 24 lb. pails.

BETTER THAN BUTTER
NICER THAN JAM

A first-class seller and an admirable substitute for Butter and Jam in these high-price days. Guaranteed to contain nothing but highest grade peanuts and to be strictly pure.

W. CLARK, LIMITED, - MONTREAL

Carr & Co.'s Carlisle Biscuits

have their own distinct following. People who know good biscuits, use good biscuits, demand good biscuits, are the people who buy Carr's Biscuits.

The mere "say so" that you handle Carr's Biscuits puts you into the front rank of a quality salesman.

For prices, etc., write to-day.

CARR & CO. CARLISLE ENGLAND

AGENTS: Wm. H. Dunn, Limited, Montreal; Dunn-Hortop, Limited, Toronto; Hamblin & Brereton, Limited, Winnipeg, Man., and Vancouver, B. C.; T. A. MacNab & Co., St. John's, Newfoundland.

Cleave's

CELEBRATED

DEVONSHIRE CREAM

Chocolate

A high-grade and up-to-date article, showing an excellent profit and giving increasing satisfaction.

THE CHOCOLATE THE PEOPLE WANT.

Also other new and attractive 5 cent lines.

AGENTS:

MONTREAL—F. Davy & Co., 6 St. Sacrament St.
TORONTO—Mason's Ltd., 25 Melinda St.
WINNIPEG—Hamblin & Brereton, Ltd., 149 Notre Dame Ave. E.
VANCOUVER—Hamblin & Brereton, Ltd., 842 Cambie St.

JOHN CLEAVE & SON, LIMITED

CREDITON, DEVON, ENGLAND

Could more tobacco profits be coming your way?

Perhaps you have not tried the three popular leaders. In order to get the better satisfaction and profit you should stock these three favorite brands:

"Master Mason" "King George's Navy" "Rose Quesnel"

SMOKING CHEWING PLUG SMOKING

Rock City Tobacco Co.

LIMITED

QUEBEC, WINNIPEG

Safe Investments

The Financial Post of Canada is the recognized authority on Canadian investments.

Each week it gives much exclusive information respecting Canadian companies; also reliable news on bond and stock issues, mining and real estate conditions.

The INVESTOR'S INFORMATION BUREAU is maintained free to subscribers and answers by letter all inquiries about investments. Write for sample copy and our subscription offer.

The Financial Post of Canada

TORONTO

"The Canadian Newspaper for Investors."

Why not have this happen in YOUR home, Mr. Grocer?

"FORCE" is just as good for you and your folks as it is for your customers.

There is so much solid nourishment in these appetizing flakes of **whole wheat** cooked with malt that not only you hard-working men will greatly benefit by "FORCE," but all your families will be the better for it.

Incidentally, you'll be able to recommend "FORCE" to your customers stronger and more convincingly.

We mean it. Try "FORCE" to-day, will you?

"FORCE"
TOASTED WHEAT FLAKES

Made by The H-O Company, Hamilton, and Sold by good Grocers everywhere

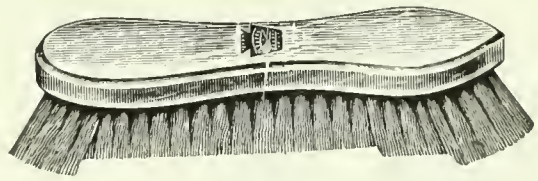
---

Richards
QUICK NAPTHA
THE WOMAN'S SOAP

The Sign of a Good Buy in Soaps

Here's a soap with a reputation behind it—it is well advertised—has a large sale—offers a 26½ per cent. profit—is backed by good service to you. Better let your wholesaler supply you with a few cases this very week.

The Richards Pure Soap Co.
Limited
Woodstock - Ontario



The above cut shows an article of daily use in every household in Canada. We specialize on

Scrubbing Brushes

and have the cost of this class of goods reduced to a minimum. The Dealer gets the advantage of this when he buys our Brushes. We have a large range in every class of material which show good margins of profit in lines to retail from 10 cents to 25 cents. Remember it's the KEYSTONE BRAND.

Stevens-Hepner Company
Limited
Port Elgin, Ontario.

THE OLD BANNER L&B BRAND THE NEW

NOTE THE DIFFERENCE IN THE TWO TUMBLERS HERE SHOWN

The old, discarded Clip Cap Tumbler

In setting up our ad. last week the compositor used the cut of the old clip cap tumbler (shown on left) instead of the new Anchor Cap tumbler cut (shown on right)

The New Anchor Cap Tumbler

If you have not already placed Banner Brand Jams on your selling line you will be well advised to get these profit-makers going now.

The superior quality, original tumbler container and our new, absolutely air-tight, sanitary Anchor Caps are some of the features that make Banner Brand Jam the leader.

We aim to give best possible value for the money—our goods speak for themselves.

Despite the increased cost due to this improvement and to the big jump in sugar, this new tumbler will retail at 10c with a good margin of profit for you.

The demand for "Banner Brand" products is enormous—we're running night and day—proof positive of the popularity of this brand. The volunteers at Valcartier are enjoying the deliciousness of Banner Brand products.

With these popular-priced pure fruit jams on your shelves you will enable your patrons to economize very materially in the matter of fruits for Fall and Winter.

Every ounce of Lindner's Banner Brand Jams, Jellies and Marmalades is pure, wholesome and delicious—made of fresh, ripe fruit, apple jelly and cane sugar.

See the New Banner Brand Container—the Anchor Cap Tumbler, at the earliest opportunity—your jobber has it.

Banner Brand Jams also put up in 12-ounce glass jars and No. 2, 4 and 5 gold-lacquered pails—all flavors.

LINDNERS LIMITED

306 Ross Ave.
WINNIPEG

340 Dufferin St.
TORONTO

Representatives:
H. Whissell, 2928 Drolet St., Montreal; H. D. Marshall, Ottawa; W. L. McKenzie & Co., Edmonton and Regina; Jacksons, Limited, Calgary; H. E. Gross, Vancouver; R. S. McIndoe, Toronto.

St. Lawrence Sugars

We are glad to advise that we are catching up with our orders and are now making fairly prompt shipments.

THE TEST OF TIME

For more than forty years, Electric Paste Stove Polish has met every requirement of thousands upon thousands of critical housekeepers.

What more could you ask? Have you tried it yet?

Place your order now, so as to avoid delay, as we are away behind on our orders. Selling agents for Canada are—

D. J. McLeod & Co., Edmonton, Alberta; Orr & MacLain, Winnipeg; E. B. Thompson, Toronto, for Western Ontario; G. C. Warren, Regina, Sask.

The "Hobart" Mill

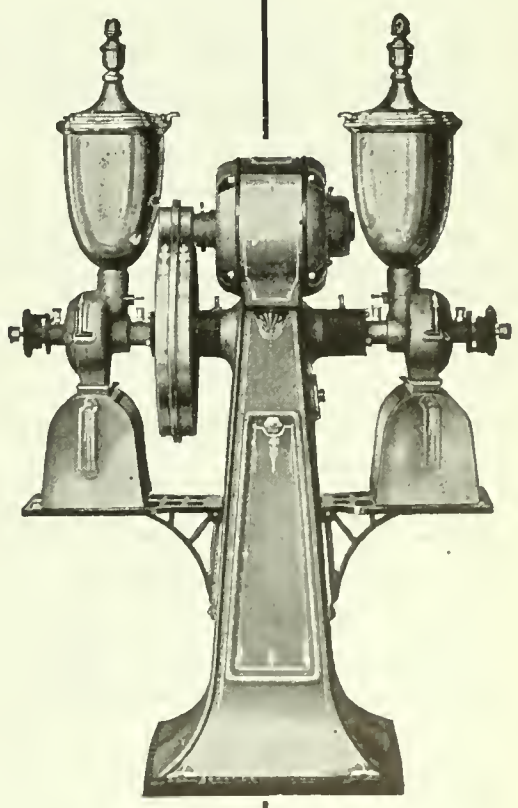
—not an expense, but a wonderful economy

With the European war necessitating the advance in price of many articles on the grocery list, it is apparent that the grocer will have to economize and increase his profits wherever possible.

Coffee may be made a better producer. If you are handling ground, bulk or package coffee, you are missing an opportunity to save.

Install one of the Hobart Coffee Mills (a size for every requirement) and grind your own coffee beans. Save enough in a few weeks to pay for the mill—give your customers better coffee for their money—always fresh and full strength.

Write for full information for increasing coffee sales.



The Hobart Manufacturing Co.

105 Church Street, Toronto, Canada

RYAN BROTHERS, 110 James Street East, Winnipeg, Agents for Manitoba, Saskatchewan and Northern Ont.

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

CHARLES H. COLE

Agent for McVitie & Price, Jas. Pascall, T. W. Beach, Johnston-Baird Co., etc.

New Address:
33 Front Street East - Toronto
Montreal Office: 501 Reade Bldg.

MORROW & COMPANY
CEREALS

TORONTO, - - - - CANADA.
Rolled Oats, Oatmeals, Rolled Wheat, Split Peas, Pot and Pearl Barley, Graham Flour, Buckwheat Flour, Potato Flour, Wheatlets, Cornmeal, Lentils, Beans and Peas, Domestic and Imported; Sal Soda, etc., etc. Write for prices and samples, carloads and less.

"We are in the market for White Beans, small or large lots. Send samples and prices immediately."

W. H. Millman & Sons

Wholesale Grocery Brokers
TORONTO

W. G. PATRICK & CO.
Limited.
Manufacturers' Agents and Importers.
51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

HENRI DE LEEUW
28 Front Street E. TORONTO
RICE, COFFEE, DRIED FRUITS, SEEDS, CANNED and FRESH FISH, CHEESE: EDAM, STILTON, ROQUEFORT; CONFECTIONERY, ETC.

A want ad. in this paper will bring replies from all parts of Canada.

WESTERN PROVINCES.

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG.
We solicit accounts of large and progressive manufacturers wanting live representatives.

G. C. WARREN, REGINA SASK.
Importer, Wholesale Broker and Manufacturers' Agent.
Trade Established, 15 years.
Domestic and Foreign Agencies Solicited
Warehouse: 1313 Garnet St.

LEADLAY LIMITED
Grocery Brokers and Importers
WINNIPEG TORONTO CALGARY
332 Bannatyne 309 King St. W. 510 Ninth Ave. W.

W. H. Escott Co.,
LIMITED
Wholesale Grocery Brokers and Manufacturers' Agents
Commission Merchants
WINNIPEG REGINA
CALGARY EDMONTON

Hamblin & Brereton
LIMITED
Importers and Manufacturers' Agents.
Winnipeg, Calgary, Vancouver.
We call on the Jobbing and Retail Trade.

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

COCKBURN-NOLAN CO.
Limited
Importers, Brokers and Commission Merchants
Representing Pugsley-Dingman Co., Limited. Canned Foods, Limited.
312-314 Ross Avenue, Winnipeg.

WESTERN PROVINCES—Continued

H. G. SPURGEON
WINNIPEG
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce.
P.O. Box 1812.

FRANK H. WILEY
Wholesale Commission Merchant and Grocery Broker
757-759 Henry Ave., WINNIPEG

Ruttan, Alderson & Lound, Ltd.
Successors to
RUTTAN & CHIPMAN
Commission Brokers
WINNIPEG, MAN.

BRITISH COLUMBIA.

The Campbell Brokerage Co.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street, - Vancouver, B.C.

NEWFOUNDLAND.

T. A. MACNAB & CO.
ST. JOHN'S, - NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition, and private.

QUEBEC.

SPLENDID CONNECTION
Amongst the Jobbers and Retailers.
I am open for a few more agencies, and can handle them to advantage.
Have You a Line of Candy Gross Goods?
The CLAUDE BEAUCHAMP Imports Limited.
223 Commissioners St., Montreal.

KINDLY MENTION THIS PAPER WHEN WRITING ADVERTISERS

Agencies Solicited

For many years have had first-class connection with both retail and wholesale grocery trade.

J. W. Lapointe

458 St. Antoine St. Montreal

Phone Main 836. Room 5.

H. D. GODARD & CO.

207 St. James Street,
Montreal, P.Q.

BROKERS AND MANUFACTURERS' AGENTS

We would like two more good Canadian agencies, also one British or foreign.

Mathieu's Nervine Powders

MATHIEU'S
NERVINE POWDERS
For Headache and Neuralgia
Contain no Opium, Morphine or Chloral.
One powder will relieve and a few powders will cure you.
If you have a bad headache,
If you are feverish,
If you do not sleep well,
If you are nervous,
If you have LaGrippe,
If you suffer from neuralgia
These powders are very good for children cutting their teeth.
18 Powders for 25 cents
DIRECTIONS

are a simple but effective remedy in all forms of headaches—a remedy which every merchant can recommend as a quick and sure cure.

Try *Mathieu's Nervine Powders* yourself at our expense as per coupon attached, if you don't know them and are a sufferer from headaches.

As a remedy for colds and bronchial troubles Mathieu's Syrup of Tar and Cod Liver Oil has become famous and this sister preparation —Nervine Powders—is rapidly winning its way.

The
J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—

Name .....
With (Name of firm) .....
Street .....
City or town .....Prov.....

THOSE WHO KNOW

the delicious uses of

MAPLEINE

will thank you for supplying them.

ORDER FROM

Frederick E. Robson & Co., 25 Front St. E., Toronto, Ont., Canada,

Mason & Hickey, 287 Stanley St., Winnipeg, Man., Can.

CRESCENT MFG. CO.
SEATTLE, WASH.

OAKEY'S

The original and only Genuine Preparation for cleaning Cutlery

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead Emery Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

PERSISTENCY IN ADVERTISING

One stroke of a bell in a thick fog does not give any lasting impression of its location, but when followed by repeated strokes at regular intervals the densest fog or the darkest night can not long conceal its whereabouts. Likewise a single insertion of an advertisement—as compared with regular and systematic advertising—is in its effect not unlike a sound which, heard but faintly once, is lost in space and soon forgot.—*Printing Art.*

PREDICTIONS

You have been advised from many sources that they predict higher prices in their respective lines. This applies particularly to food products and undoubtedly in the majority of cases the predictions will come true. This creates an opportunity for the live merchant to develop materially and satisfactorily an oyster trade that he has previously been unable to obtain. The price of oysters will experience no material change, and as a food product they are not only nutritious and palatable, but they are in reality an economy.

Oysters selling at 35c a pint is the equivalent to 25c a pound, and a pound of oysters mean 16 ounces of absolute nourishment. Compare this with the waste of any product of which they are a substitute and you will find that the cost of oysters per meal is little more than half.

In addition to the advantages already mentioned there has been a long period of non-supply which makes the oyster doubly welcome. The housewife, owing to persistent advances, is of an open mind, which makes much easier the task of convincing her of the advantages we mention.

We believe you will agree that to realize fully on the advantages of this opportunity the best stock and service obtainable is essential.

Either "Coast Sealed" or "Sealshipt" oysters stand for more than all other brands combined, either of which can be obtained from us. The advantage we had in point of quality last season, we believe, will be even more pronounced the present season.

We are an exclusive oyster house, devoting our entire time and attention to oysters and their requisites, viz., paper pails and display cases. Can you not afford us an opportunity to go more thoroughly into this matter with you? Your enquiry is respectfully solicited.

CONNECTICUT OYSTER COMPANY

"Canada's Exclusive Oyster House"

50 JARVIS STREET, TORONTO, ONT.

No. 18

TALK BUSINESS

(Not War)

Go back to the cheerful "Good morning, madam." Discard the woe-begone, "Well, how's the war affecting you, Mrs. So-and-so?"

"Financial Zone Feels Cheerful."

"Wheat Prices Firm at Recent Advance."

"Exchange Position is Improving."

"Paris Army Officials Are Optimistic."

"Three Prairie Provinces Yield of Wheat Valued at a Hundred Million."

"A Time for Enterprise."

Let your customers forget that there is such a thing as war—help them to forget it—get them down to brass tacks.

If they persist in talking war just pump a little optimism into them such as the headings here reproduced and show them what a splendid outlook there is for Canada with its vast agricultural, mineral and timber wealth. Make your store a spot where people come to see the cheerful side of the situation. Be cheerful yourself and get out after the business.

If you have confidence in the future, and show it, your trade will have confidence in you. Censor the war talk in your store.

Encourage careful and safe buying and discourage any attempt to stock up, as diplomatically as possible.

Sell your patrons the goods that will tend to retain their confidence in you and bring them back with repeat orders. Sell them goods, backed by the Government Form of Warranty—White Swan Products.

Write for White Swan Catalogue and Prices.

WHITE SWAN
SPICES AND CEREALS, LIMITED
TORONTO, ONT.

Look for White Swan Logic next week

KELLY'S

Hawaii's

warm even climate has made it the cradleland of the world's finest sweetmeats. On its rugged slopes : :

Guavas

flourish in wild profusion. When blended with the pure native sugar the jelly is the World's : : :

Best

PURE HAWAIIAN

GUAVA JELLY

TWO NATURAL COLORS: RED AND GOLD

SYRUP AND JAM

A nonpariel preserve of Nature's most elusive flavor Guava means alluring deliciousness. **KELLY'S GUAVA PRESERVES** are the earth's finest guavas boiled with pure sugar and jellied **DIFFERENTLY.**

TRY WITH GAME

W. H. ESCOTT CO., Ltd.
Winnipeg Regina Calgary Saskatoon Edmonton

Also

G. HODGE & SON, Montreal — MARSHALL BROS., London — HENRI DE LEEUW, Toronto

"M.M." Pickle

"Crowns the Feast"

This superlative pickle-relish is rapidly gaining favor with the leading wholesale and retail grocers throughout the Dominion. Improve your trade by stocking it.

John Burgess & Son, Ltd.
(Established 1760)
Sauce and Pickle Manufacturers
LONDON, ENGLAND

Sole Canadian Agents:
Davidson-Bowles, Limited
86 Wellington Street West
TORONTO

STOCK

40c.

MELAGAMA
TEA AND COFFEE

Good profits and quick returns. Sales guaranteed. Freight prepaid on 60 lbs. and over.

P.S.—We can interest you in bulk Tea and Coffee. Your enquiry solicited.

MINTO BROS., LIMITED
TORONTO

Our success is being built on PURITY——

Furnivall's Pure Fruit Jams are the delicious combination of pure, fresh fruits and pure cane sugar—prepared and processed with great care and absolute cleanliness. Your customers will enjoy the deliciousness. Every sale means a repeat.

A trial will prove. Put up in 5-lb. pails and glass jars. Order from wholesaler.

Furnivall-New, Limited,
Hamilton, Ont.

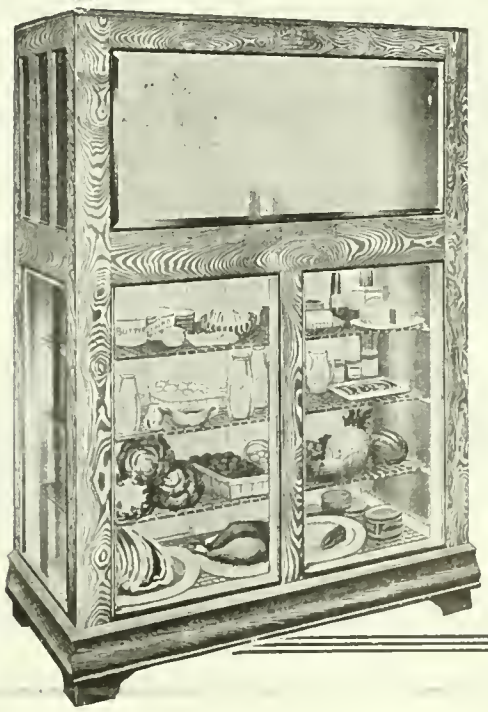
AGENTS:
Sydney, N.S., A. E. Shepherd; Halifax, B. C. Woodworth, 533 Robie St.; St. John, N.B., W. W. Chase, 79 Paradise Row; Montreal, W. S. Silcock; Ottawa, E. Archdeacon; Toronto, Dunn-Hortop Co.; Fort William, W. F. Elliot; Winnipeg, H. P. Pennock & Co., Ltd.; Manitoba, Saskatchewan, Alberta, W. H. Escott Co., Ltd. Offices: Regina, Calgary, Edmonton.

War Means Economy

Grocers and Butchers are beginning to realize that good refrigeration plays an important part in business economy.

Eureka Refrigerators are built on the most scientific principles of cold dry air circulation—they reduce loss from spoilage to a minimum. By installing a Eureka you will not only save many dollars, but you will have the benefit of the sales-pulling power of good display of perishables. **Eureka Refrigerators** are backed by over 28 years' experience in refrigerator building and are absolutely guaranteed.

Catalog and prices on request.



Eureka Refrigerator Company
Limited

31 Brock Ave.
TORONTO

JONAS' FLAVORING EXTRACTS

MAKE FRIENDS AND KEEP FRIENDS

Over Forty-Four Years' Experience

enables us to produce extracts of the highest quality. Your recommendation to use only the best—Jonas'—will be appreciated by your customers.

HENRI JONAS & CO. (Established 1870) **Montreal**

A store convenience — costs little — gives big service

THE McGREGOR PAPER BAG HOLDER.

Holds every size bag from ¼ to 10 lbs. Always ready. Saves time, space and waste of bags. Supply of bags is laid in the top; one by one is secured as required. The most practical bag holder made. You cannot afford to be without one. Write for Prices and detailed particulars.

For sale by all first-class jobbers or

The O. P. McGregor Paper Co., Limited

411 Spadina Ave., Toronto

TEA LEAD

(Best Incorrodible)

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS Ltd.

Tel. Address: "Laminated," London. LIMEHOUSE

A.B.C. Codes used 4th & 5th Editions LONDON, E., Eng.

Canadian Agents: HUGH LAMBE & CO., TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

No War Prices on

POSTUM

—Same as Heretofore

Postum sales are increasing—means more PROFIT for Grocers.

With other beverages high because of the big war, more and more people are bound to become acquainted with the delightful properties and advantages of this splendid Canadian cereal drink. Comes in two forms—**Regular Postum** and **Instant Postum.**

Get Your Share of the Business

"There's a Reason"

CANADIAN POSTUM CEREAL CO., LTD., WINDSOR, ONT.

"SALADA"
GREEN TEA

NOTICE

Under present circumstances it is impossible for us to obtain supplies of the special quality of **GREEN** TEA packed under SALADA label.

Rather than use an inferior grade of tea we are withdrawing our SALADA **GREEN** TEA for the present.

As soon as regular markets and shipments recommence, and we put the limit at four or five weeks, we will advise our customers to the effect, and we solicit their kind consideration in the meantime.

Prices of Salada BLACK Teas

East of Winnipeg.

		Per lb.		Per lb.
BROWN Label 1's, and ½'s	To the consumer	35c	to the trade	29c
BLUE Label 1's, ½'s, ¼'s, ⅛'s	"	45c	"	35c
RED Label 1's, and ½'s	"	55c	"	41c
GOLD Label ½'s	"	65c	"	49c
RED-GOLD ½'s	"	80c	"	55c

We cannot guarantee these prices except from day to day.

REMEMBER The Salada guarantee is always in force. We are determined the retailer shall be fully protected. THE GUARANTEE: You may return SALADA at any time and be refunded the full purchase price without question and at our expense.

"SALADA"

Toronto **Montreal** **London, Eng.**

Colman's SAVORA

Delicious Flavor, Delicate Aroma

The New Appetizer

"Appetizer" is the only word which rightly describes this new Condiment. It introduces an entirely new taste in this world of new things—one that cannot help but bring ready sale, new customers, and good profits.

Send a trial order to-day.
You'll handle it regularly in future.

Magor, Son & Co., Limited

AGENTS FOR DOMINION OF CANADA

403 St. Paul St., MONTREAL 30 Church St., TORONTO

In every household this famous yellow package is known to contain the solution to one of Summer's food questions: "What shall we have for dessert?"

The answer is:

BENSON'S
PREPARED CORN

That makes sales rapid
profit good and
grocers happy.

CANADA STARCH CO., Ltd.

Makers of Edwardsburg Brands

Montreal Cardinal Brantford

CANADIAN GROCER

VOL. XXVIII SEPTEMBER 11, 1914 No. 37

What European War Has Done to Tea Market

Not Much Tea Left in England or Canada, and High Prices Will Rule for Some Time—When Transportation Problem is Solved Tea Men Look for Lower Prices, but This Will Not be for Some Time—Japans Going Up.

SINCE the European war descended upon us, the tea market has been one of feverish interest among the trade. From the outset it was one of the lines for which consumers jumped into the market, even before there was any definite knowledge as to whether a shortage would develop. But when hostilities began to enlarge and the effect of the war on countries not actually engaged in the struggle began to be felt, it was soon seen that the transportation problem in so far as tea was concerned was greatly distorted and difficult to solve.

While the action of the public, who had the necessary means in making a raid on the shelves of the grocer is scarcely to be commended, nevertheless their fears were afterwards somewhat justified by the advancing market. The trade is already familiar with what has occurred. It is now the future to which we must look.

For some time the tea auctions in Calcutta and Colombo were closed. The war must plead guilty for this. The cause was no doubt due to the fact that tea could not be paid for, so uncertain was the general situation. Then the British Government placed an embargo on all foodstuffs, including tea. By many it was confidently expected that this would have been speedily raised, but the affirmation that the embargo would last lent great additional strength to the situation. In the meantime shipments from India to Great Britain and to North America were almost totally cut off for fear of hostile raiders. A famine in tea would have soon resulted under those circumstances. Then the news was flashed over the wires that the embargo in Great Britain would be removed, and a slightly easier feeling resulted.

Market Yet Strong.

But the actual hold-up of the regular shipments had produced such a shortage—and from the date of the lifting of the embargo it would take a month or five weeks to get shipments here from London—that the market retained most of its strength, and this is the condition of affairs at the time of writing.

Surveying the future, it does not look as if there will be any chance for an easier market for some time. On Tuesday of this week, according to advices to Canadian brokers, the auctions in India were resumed. This is encouraging, but it does not relieve at all the present condition of affairs in Canada. In primary markets, of course, tea has not shown any particular changes that would not have resulted if no war had taken place. But it is natural to suppose, as some tea men state, that in view of the discontinuance of the auctions for so long a time, there would be some accumulation of stocks in India. Others say this will not be as large as at first thought, since with the closing of the auction tea growers up country would be advised to go slowly on the picking and on the first stages of curing.

Even supposing, however, that there will be a considerable accumulation of tea in India, the high freight rates and extra transportation charges are going to mean stiff prices until this pressure is entirely removed. Tea men this week are, therefore, looking for a strong market for a few months at least, but many are of the opinion that in the no distant future we shall see an easier market. This , as the trade well knows, depends entirely on Britain maintaining her supremacy of the seas, and from present appearances this is to be taken for granted.

One well informed broker says that at the outbreak of the war England had 2½ months' supply of tea on hand for a normal period of time—that is.

INDIA'S TEA EXPORTS.

The following table on the export of tea from India during the years of 1912-13 and 1913-14 ending March 31 gives some enlightening information. The importance of the tea trade in the United Kingdom is emphasized by the figures. It will be seen too that Russia imports almost 34,000,000 lbs. from India, whereas Germany only takes 700,000 lbs. Canada is a large buyer with 11,000,000.

Countries, etc.	1912-13.		1913-14.	
EXPORTS.	Pounds.	Value.	Pounds.	Value.
Black Tea.				
United Kingdom	197,556,837	$30,646,180	209,017,561	$35,582,578
Russia	33,115,832	4,823,593	33,363,450	5,397,847
Germany	645,746	95,076	701,140	122,276
Turkey (Asiatic)	4,396,075	672,865	2,829,625	496,525
Persia	372,628	56,400	246,205	43,455
Ceylon	4,161,321	863,907	3,738,247	758,231
Hongkong	59,689	8,428	56,448	9,317
China	9,111,147	1,327,102	10,950,161	1,622,253
Canada	11,219,247	1,941,182	11,549,649	2,083,002
United States	2,073,842	302,385	1,942,237	335,107
Australia	8,969,397	1,308,449	9,395,399	1,534,919
New Zealand	426,428	62,918	309,353	50,532
Other countries	4,915,182	747,627	4,826,123	800,030
Total	277,023,371	$42,856,112	288,925,598	$48,836,132
Green Tea.				
United Kingdom	797,090	134,669	33,210	6,740
Russia	10,239	1,491	34,759	6,695
Canada	227,836	45,415	14,916	2,978
United States	232,860	47,216	.....	.....
Other countries	227,015	45,190	465,108	94,208
Total	1,495,040	273,981	547,993	110,621
Total tea exports	278,518,411	43,130,093	289,473,591	$48,946,753

so far as the consumption in Great Britain itself was concerned. A certain number of boats afloat at that time no doubt escaped capture and arrived in port. But as there was a heavy consumer demand immediately, it can be counted on that this tea has gone into the hands of the consumer more rapidly than usual. Canadian brokers, as soon as the embargo was lifted, bought tea in London, and some of this is now on the way. Tea stocks in England should, therefore, be pretty well depleted. Freight rates from London to Canada are said to be advanced about 100 per cent, and from Colombo to Boston they are at least 25 per cent. higher. Exchange is still up around $5, and many Old Country merchants are insisting on cash against documents, which means that the tea must be paid for when it reaches here, rather than the usual sixty days to four months' credit.

Easier Market in the Future.

All these factors mean strength in the tea market, and it would appear that this strength would be maintained for a considerable period. However, tea men, or at least some of them, see cheaper tea just as soon as shipping comes back to the former groove. It is pointed out that since Russia is at war, she will not require the 40,000,000 pounds she usually buys in a year. Neither will the European countries engaged in the struggle need as much, and, in fact, some of them would have difficulty in getting it if they did want it. Looking at the situation from this angle, tea men seem to think there is every reason to expect cheaper tea just as soon as the transportation problems have been unraveled.

"I look for cheaper tea," remarked one. "I can purchase tea in Calcutta as cheaply as before the war, but I can't get it here for the same cost. In fact, I bought some in June last, and haven't received it yet; but the trouble was that the seller was away on vacation at the time and he wanted to see the tea before it was shipped. There will undoubtedly be an accumulation of tea in the East, due to the auctions closing down, and, taking into consideration the other factors, it seems to me we shall soon see lower prices."

Japans Are Up, Too.

An interesting situation has developed in Japans during the past week. One broker has received advices that Japans are up 2 cents a pound from a couple of weeks ago, and that some of the cheaper grades in some parts of the island are practically unobtainable. News has reached here of ravages made by a typhoon and floods in one of the big tea districts, but whether this is responsible for the entire strength of the Japan tea market is not yet known. Sales were closed for five days in these districts, say the advices, something never known before, at least for a good many years back. There is some talk of the United States putting a duty on Japan teas, and, if so, some tea men think this will make lower prices, as the growers will have to take lower prices. If, too, this duty is put on, we in Canada should be offered more of these teas. Advises from Chicago to Canadian tea men say it is of little use to cable Japan for information, because the cables are not being answered.

Canada only purchases a few of the cheaper grades of China blacks, so that the market conditions here are not as interesting as in Indians and Japans. Most of our Chinas are being received via United States ports, which means cheaper war risks. What teas are being received are offered at a cent above last year. China greens are also a cent above last year, but they are not a very big factor.

Progress of Price Readjustments

Montreal Wholesalers Discuss the Rises and the Settling of Quotations—Their View of the Outlook—Optimism and Caution Recommended.

MONTREAL, Que.—(Special). — Now that prices in the trade have reached a level for the time being at least and the spread between the different wholesale houses has been evened out, with the weakening of the demand to something like normal, it is interesting to compare the viewpoints of some of the firms which played a prominent part in the situation which nearly amounted to a crisis.

J. Ethier, general manager of Laporte, Martin, Limitee, states that the situation is now practically normal so far as demand is concerned, and that there is likely to be a falling below par in the next couple of months from the fact of the very heavy buying during August, although at the same time there will probably be a fair business from purchases resulting from orders for winter supplies.

"There was no reason for such prices as $4 a bag for flour and $6.50 a cwt. for sugar," states Mr. Ethier, and he expressed the opinion that some in the trade apparently lost their heads.

"Do you see any lines in which there is danger of a serious shortage?" was asked.

"No," was the reply, and it was emphatic. If there were some luxuries which could not be imported there would be something to take their place. Even wines would be found to be available from London if not from France, and then there would not be the demand for these goods.

Mr. Ethier explained further that the prices now were on a basis to cover the actual increased cost.

The Other Side.

That the higher prices that were charged were made abnormally so to check the demand of the speculators in the trade and to protect the small dealer during the panic, is the statement of Mr. Girard of Hudon, Hebert & Co., Ltd. He continued: "We have succeeded in doing this and now we have reduced our prices. Again we did not know how the adjustments were going to make out and now the situation shows that there will not be the serious situation that was at one time indicated. For some time it looked as if our prices would not be too high."

Mr. Hebert in discussing the matter states that prices are now on a firmer basis because there has been an opportunity to make adjustments and to find out just what the increases should be. Reductions were made when things shaped themselves definitely.

"Optimism and caution," expresses his opinion of the necessary attitude of the grocery trade at the present time; for the ultimate outcome and good business in Canada he has little fear if we use care during the crisis.

Clearing of the Air.

Optimism was the keynote of the remarks of Mr. Laporte, president of Laporte, Martin, Limitee, when he pointed out that the trade had settled down to a firm basis after a flurry which was the result of an unnecessary panic to a large extent. Now the ocean routes had been cleared and the rates of insurance and exchange had been brought to a better basis. There were increases necessitated but these were only to cover the increased cost.

Mr. Laporte considered that especial credit was due at this time to the large concerns, which were in a position to reap a harvest on foodstuffs and were maintaining prices at the minimum. He referred in particular to a large rice milling concern and the sugar refineries. The former had brought the price of rice down immediately the embargo had been lifted and the latter had sold sugar at prices at times as much as three cents below the prevailing market in New York, and when they could have made $10,000 a day by neglecting the interests of the Canadian customer.

The Probable Opening Canned Salmon Prices

While Not Officially Announced, it is Likely One-Pound Talls Will be Around $2.52½ in One Case Lots, and Five Cents Less for Five Case Lots — Comparisons With Past Two Years — Situation on Coast.

OFFICIAL announcement of the opening prices on canned salmon was generally anticipated this week, but it has again been delayed. Representatives of the British Columbia packers seem to be loath to give them just now, but from various sources it is learned that the prices issued on August 10 on old salmon will probably about hit the mark for the new goods. If that be the case, 1-lb. talls, sockeyes, will open at $2.52½ a dozen in single case lots and $2.47½ for five-case lots. One pound flats will open at $2.72½ in single case, and $2.67½ in five-case lots. Half-pound flats on the same basis will be $1.57½ a case, and $1.52½ for five cases. A year ago the opening prices were $1.95 per dozen for 1-lb. talls, $2.07½ for 1-lb. flats, and $1.27½ for ½-lb. flats.

If eventually we find the prices as given above to be the prevailing ones this year, it will mean an increase of 57 cents a dozen on 1-lb. talls, 65 cents on 1-lb. flats, and 30 cents on ½-lb. flats. The following are the comparisons in tabulated form:—

	1914.	1913.
1-lb. talls, dozen ..	$2.52½	$1.95
1-lb. flats, dozen ..	2.72½	2.07½
½-lb. flats, dozen..	1.57½	1.27½

However, comparing these prices with 1912, it will be seen that in that year they were considerably higher than those given for this year, and very much higher than in 1913. For instance, the opening price of 1-lb. talls that year was $2.87½, of 1-lb. flats $2.92½, and ½-lb. flats $1.70.

The canned salmon situation on the Pacific Coast, in so far as the packers are concerned, is given as follows in the current issue of The Pacific Fisherman, under the heading: "War Boosts Canned Salmon":—

"The dawn of a brighter day seems to be breaking for the salmon canners of this coast, and as in 1904, it is due to war. For the past two seasons those whose packs have comprised mainly the cheaper grades have either operated at a loss or have barely made expenses. As a result of this condition of affairs a number of Alaska plants did not operate at all in 1913, and even with the somewhat better outlook last spring a few of them decided to remain closed this year also.

"As the season advanced the market took on a firmer tone, and when Pink Salmon advanced to 70 cents it assured the canners of a little profit at least. But the climax came late in July when war broke out between the leading powers of Europe, and the canners, judging from their experience during the Russian-Japanese war in 1904, when the demand for all grades of salmon became so insistent that all surplus stocks were cleaned up at a greatly enhanced price, fell sure that this experience will be repeated once more.

Many Asking Quotations.

"That this belief is prevalent amongst the domestic buyers is evidenced by the flood of inquiries for quotations from all sections of the country which have poured into the offices of the packers during the past week. Last year many of the buyers, thinking that the product would remain at the then low prices prevailing, or even go lower, allowed their stocks to dwindle to almost nothing, and now, when it is absolutely imperative for them to renew their stocks, they face a steadily advancing market with plenty of buyers but no sellers in sight. It is not surprising that they should be in a frantic condition and ready to pay almost anything in order to get spot salmon.

"A few people have charged that this buying movement is largely speculative, but the character of the prospective buyers and the present state of the money market are sufficient justification for the belief that it is an honest, substantial demand for the goods. As matters stand now in eastern and foreign money markets, banks would absolutely refuse to advance money to be used in speculative enterprises, especially those in foodstuffs.

Why Prices Were Delayed.

"Owing to the uncertainty as to the length of the war, the question of being able to deliver salmon ordered from foreign countries, and the possibility of its costing the packers more to pack their fish, owing to the increased prices on tin plate, solder, etc., as a result of the war, practically all of the leading factors in the trade have temporarily withdrawn their spot and futures from the market. What little is being delivered now is on contract. It is extremely probable that these factors will not enter the market again until the opening prices have been fixed. It is the universal opinion in the trade that these prices will show substantial advances over the opening prices quoted in 1913. Usually the figures are announced about August 20, but, owing to the extraordinary conditions which now prevail, it may be Sept. 1 before they appear. (These prices are not yet announced.)

"A big bull factor in the market is the certainty that this year's pack will be some two million cases less than in 1913. This shortage will occur mainly in the cheaper grades, and will be due to the light run of Pinks in Southeast Alaska and the fact that pink salmon run in Puget Sound only every other year, and this is the year when they do not appear."

—⚙—

ABSORBING THE INCREASE.

No increase is being made for the present in cocoa prices, say Montreal dealers. It is noted that the increased prices necessitated under the ruling conditions are being overcome by the absorption of the advance by the manufacturers.

CATCH PHRASES

We've stated our case—now you state yours.
Here's some price hints for the economist.
Compare these with others; you be the judge.
'Tis a pleasure—not trouble—to show goods.
This is the never-failing bargain center.
These are buying days for the knowing buyers.
We know when we say "You will be satisfied."
When we quote these prices it means bargains.
The good points are abundant in these garments.
We bought them, for we knew you'll like them.
Have you ever been better satisfied elsewhere?
Here's the very best, and at a standard price.
These are seconds and you can't find the defects.
Their value is more than twice the price asked.
There's a good reason for keeping good goods.
This is your last chance at these for these prices.
Take your time when you come in—we're patient.
If you want to, you can open an account with us.
Something you cannot duplicate at twice the price.
We are always glad to have you come in and examine.
We gladly refer you to our many pleased customers.
These are on sale to-day only—to-morrow, the old price.
A purchase to-day means perfect contentment to-morrow.
We're here to-day—and every day—anticipating your wants.
We get and keep trade by getting and keeping quality goods.
We buy for cash—and give you the benefit of the discount.
Come in and browse around—you'll find courteous salespeople.

—The Advertising World.

Trade and War News on Various Grocery Lines

Report that Great Britain Has Raised Embargo on Biscuits — Some Contradictory Information—One Case Where Prices Are no Higher—Paper Bags and Matches Up.

A Toronto broker received a cable from one of his principals in the Old Country to the effect that the embargo had been raised on biscuits, or at least on some varieties. He is of the opinion that his original order will be filled, and that he will secure at least those biscuits which contain less than a certain amount of sugar. He was also informed that the embargo had been raised on confectionery. Another broker has received the same information in regard to biscuits from one of his firms, but another has advised him that his order cannot be filled on account of the embargo. It is said that the Government has the privilege of stepping in and controlling the output of certain British factories in times of war, these factories being the ones which supply the Royal Household in times of peace and which have the privilege of placing on their advertising matter the words: "By Appointment to His Majesty, etc." The future will have to be awaited to see the exact outcome of the biscuit situation.

* * *

Holbrooks, Limited, is another of the firms that has decided not to advance their prices at the present time. This action has been taken in spite of the fact that cost of transportation of their goods from England here has been considerably increased. In a letter from their head office in London, Eng., their foreign and colonial director sends the following patriotic message:—

"Both Englishmen and Canadians can well feel proud at this time of the might of the British Navy, which is proving so successful in keeping our trade routes open and the wheels of commerce throughout the British Empire moving. Any delays which may be occurring on shipments from this side are due entirely to a temporary lack of ships, due to Government requirements."

* * *

As a direct result of the war, grocers and dealers in Canada are now paying more for their wrapping paper and paper bags owing to the difficulty in securing sulphur from Sicily and the increased freight and insurance rates. In wrapping paper, the cheaper grades are the only ones up to the present which have been affected. No.'s 2 and 3 Manila have increased 10 per cent. No. 1 Manila shows so far no change. Paper bags are made of the highest grade of paper but use more sulphite in their manufacture. The price has risen 17 per cent.

On the other hand news arrives from the United States regarding the price of cotton twine. To date, the price of cotton twine has dropped two cents a pound and according to one American operator, a decrease of 10 cents per pound is expected before the end of the year. American manufacturers are said to have 14,000,000 bales on hand at present and owing to the difficulty in shipping and the higher rates across the Atlantic it is said that four million bales of this only will be used, leaving 10,000,000 bales on their hands.

* * *

Relations With Germans.

Canadian merchants need feel no serious apprehension in doing business as usual with Germans or Austrians under the same conditions as before the war so far as any action of the Government is contemplated. In view of some reports which have been circulated as to the seizure of property of residents in Canada of the nationalities referred to, it is interesting to note that the Government has issued a proclamation stating that any apprehensions that they will be deprived of their freedom to hold property or carry on business are quite unfounded. Restrictive measures will be taken only in cases where officers, soldiers, or reservists of the German Empire or of the Austro-Hungarian Monarchy attempt to leave Canada or where subjects of such nationalities engage or attempt to engage in espionage or acts of a hostile nature or to give information to or otherwise assist the King's enemies. Even where persons are arrested or detained on the grounds indicated they may be released on signing an undertaking to abstain from acts injurious to the Dominion or to the Empire. The proclamation reads in part:—

"That all persons in Canada of German or Austro-Hungarian nationality, so long as they quietly pursue their ordinary avocations be allowed to continue to enjoy the protection of the law and be accorded the respect and consideration due to peaceful and law-abiding citizens; and that they be not arrested, detained or interfered with, unless there is reasonable ground to believe that they are engaged in espionage, or engaging or attempting to engage in acts of a hostile nature, or are giving or attempting to give information to the enemy, or unless they otherwise contravene any law, order in council or proclamation."

A WESTERN APPRECIATION.

In a letter to Canadian Grocer, Jno. J. Phillips, Swift Current, Sask., says:

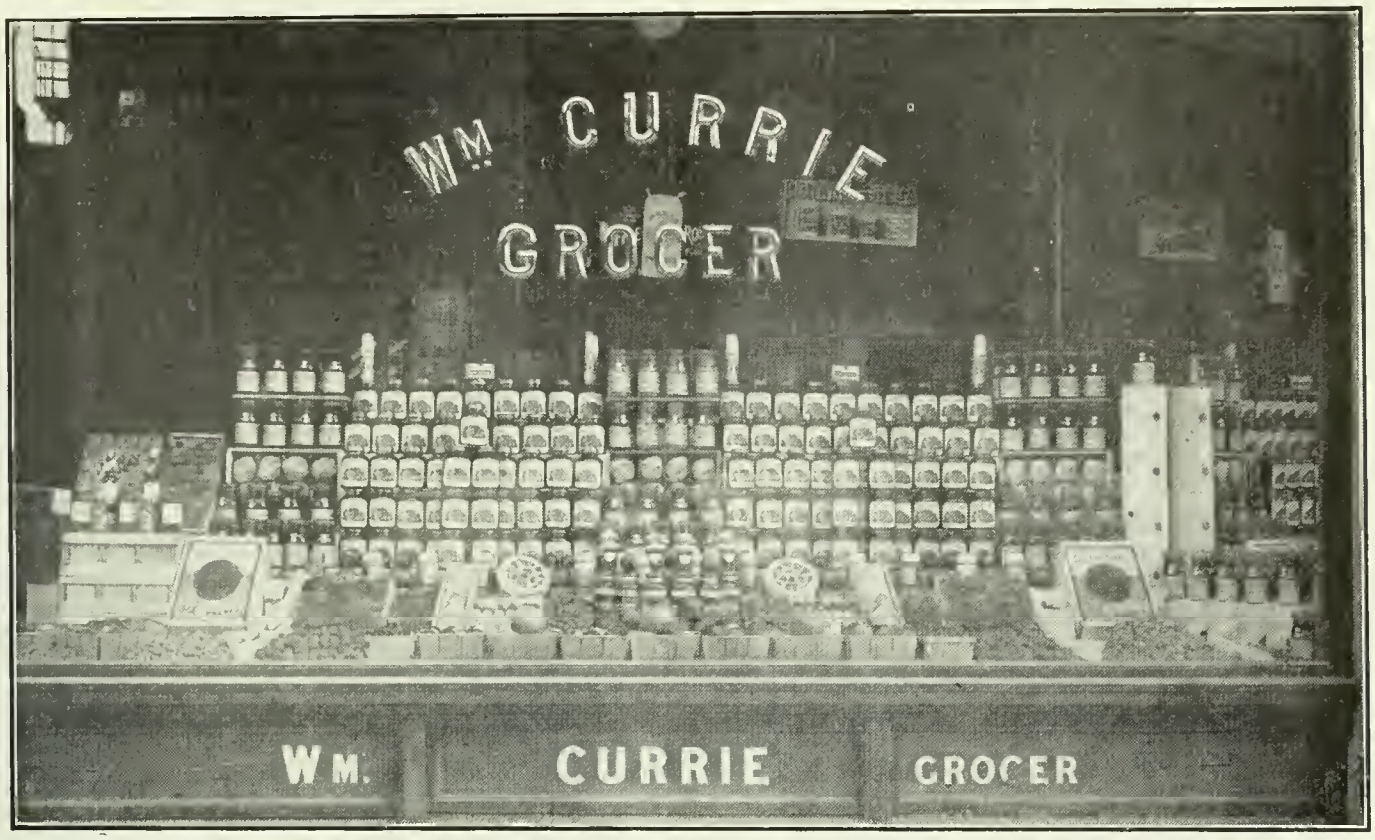
"This is my second year in Canada, only arriving last May. Coming from England, where everything is so different, I cannot tell you of the benefit I have derived from your paper. When I tell you I was given the post of buyer for the Grocery Dept. three months after starting with my employer, you may know how much I looked forward to seeing Canadian Grocer and digesting its contents. The Spring Number was so full of good things that I had some difficulty in answering your question 'What articles in it most appealed to you?' I was in the trade 25 years before coming out here, and was a reader of the English Grocer, and was pleased to find that such a paper as yours was to be got out here.

"My opinion is, that it would be a great benefit to all masters and men engaged in the grocery trade, if they would read and digest the contents of your paper from week to week. Out in the West I find that few salesmen have had much, if any experience of the trade. The result is that wages are low in comparison with the cost of living. However, I am out here to make good and to be able to do so, I will enjoy reading the opinions of those whose experience in this country is larger than mine.

Thanking you for the many benefits I have derived from being a reader of Canadian Grocer, I remain,

Yours faithfully,

JNO. J. PHILLIPS."



Here is a neatly arranged jam window. It will require little trouble to duplicate it.

THIS MAMMOTH TURTLE
Was Caught by JOHN J. HILL near LUNENBERG, N.S.
while Seining for Mackerel. WEIGHT, Approximately
1500 Lbs. AGE OVER 1000 YEARS LENGTH Overall 9' 5"
PLACE YOUR ORDER for A PIECE OF
THE LARGEST TURTLE EVER SEEN

Suggestion for an autumn window trim which, with the exception of the turtle, can be easily made.

Sugar Market Still Maintains Its Strength

Canada Refineries Advance Prices 50 Cents Cwt. to Equal Those of St. Lawrence—Some Talk of Canadian Government Placing War Tax on Tea—Tea Situation Same as Week Ago—Several Price Readjustments Taking Place.

Publication Office, Toronto, Sept. 10, 1914.

CONSIDERING the outside influences the grocery markets during the week have settled down to a basis as nearly normal as circumstances are likely to permit for some time. This refers particularly to the demand for there is a lull in the buying, but at the same time price adjustments have now been effected generally to the present basis of trade and for the immediate future the outlook is that any necessary changes will be on the carefully figured adjustments of actual increases in prices. Generally speaking, the situation to-day represents former prices with the advances necessitated by the higher freight rates, war risks, exchange, and in domestic products by the actual advances in the prices of essentials as the result of war demands.

Now that the different wholesalers have come to the same level on most commodities there still remains the debateable question as to the wisdom of the high or low price course. On the one hand the "bulls" claim that their action took the panic out of the demand by putting a curb on the men with the money who were out to buy for speculative purposes and thus preserved stocks for the smaller merchant; on the other hand the argument is that there was nothing to warrant the advances in prices which were made in some quarters, and that it was taking advantage of the panic. Both may in part be true, the former more likely. Some reports are that there is no danger of a shortage in general supplies, others are to the effect that already there are lines which are becoming exhausted and which cannot be replaced. Generally, however, it seems safe to take the position that where there are shortages they are for the most part in imported lines which will not be in demand as necessities, and that where they cannot be duplicated substitutes will be available or the public will have to cultivate new tastes and curb the old ones — which can be effected without doing material harm to the human system.

Price changes during the week in general grocery lines have been very few, and it is interesting to note that where they have been changed, they have not been in imported lines. The exception to this is lemons, where the price has receded materially on the assurance that supplies are to come through New York. Present quotations represent the old price with increased freight, insurance, exchange, etc.

On the other hand the war demand for substantial foodstuffs has strengthened the position of cereal products. Wheat is very strong and seems likely to go higher when present orders are filled. The fact that one of the big Canadian firms was 1,200 cars behind in its orders shows where there is an influence to hold prices down until there is opportunity to take up the slack. Rolled oats are advancing rapidly in sympathy with the oats market. Other home products to advance are butter, eggs and cheese. Fruits and vegetables where there is no chance for export, are generally easier.

QUEBEC MARKETS.

Montreal, Sept. 10.—The present volume passing in the trade is about as near a normal basis as could be under all the circumstances. August was a month of abnormal buying; there has been a lull, and it is expected that from now on there may be a recession in business, although the prospects are that there will be a continuance of a fair demand to lay in supplies for the winter. Price changes during the week have been few, and the basis now is again pretty solid, with few spreads in the trade.

Imported lines are particularly firm for the time being, and the changes are in domestic products. Butter, cheese and eggs have advanced materially, and the produce market generally is firm. Cereals generally are very strong, and there are higher prices for rolled oats and corn meal.

Sugar has evened up, with Canada refineries advancing to the same position as St. Lawrence. This is one of the outstanding changes of the week, and it is announced that to-day refiners are selling at a lower basis than they can buy the raw. Important, too, is the change in the situation as regards lemons, for there are now free supplies coming through New York, and the top of the market has receded to $5.

Fresh fish are generally lower in price, but cod is going to be dear. Oysters came in at former prices, with an easier tendency, but prices should firm with better stocks in a couple of weeks. Malpeques were not in strong demand.

SUGAR.—The feature of the market this week is the further strength which has been added, and the Canada Refineries have advanced the price ½c to

Markets in Brief

QUEBEC MARKETS.

GENERAL GROCERIES—

Canada refineries advance sugar ½c.
Demand has fallen to normal.
May be war tax on tea.

FLOUR AND CEREALS—

Flour very firm.
Some mill feeds higher.
Rolled oats still advancing.
Cornmeal is higher.

PRODUCE AND PROVISIONS—

Eggs are up 1c to 2c.
Butter advances 1c.
Cheese up ½c to 1c.

FRUIT AND VEGETABLES—

Weather affects demand.
Lemons are down.
Many fruits are cheaper.

FISH AND OYSTERS—

Northern bulk in good demand.
Malpeques not selling rapidly.
Fresh varieties fish cheaper.

ONTARIO MARKETS.

FRUITS AND VEGETABLES—

Only good apples in demand.
Common apples bring only 15c.
Peaches sell as low as 50c.
Lemons easy; demand poor at $5.
Average tomatoes worth 20c.
Sweet potatoes arrive.
Lots of new potatoes, 90 to 95c.
Corn sells as low as 5c.

PRODUCE AND PROVISIONS—

New honey dark and 2c higher.
Cheese market up ½c.
Provision prices about same.

FISH AND OYSTERS—

Oyster stocks improving.
Trout plentiful; whitefish scarce.

FLOUR AND CEREALS—

Oat crop short or delayed; supplies limited.
Domestic flour trade steady.
Slight advance in package rolled oats.

GENERAL MARKETS—

Redpath sugar advanced ½c.
Same tea supplies in three weeks.
Probably no dates this year.
Difficulty in securing rice.
Beans 25c bushel higher.

the same level as St. Lawrence. Situation indicates nothing but higher prices in future when present orders have been filled. Offers have been received from New York at figures much higher than those in force in Canada, and, in fact, price of raw is now higher than the refineries are charging for refined. Jamaica and Barbadoes sugar are in very strong position also, former being at 6½c and latter at 6¼c. In the trade prices have receded from the high point being charged by some houses, and are generally now on the former basis.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	5 75
20 lb. bags	5 85
2 and 5-lb. cartons	6 05
Second grade, in 100 lb. bags	5 60
Yellow Sugars—	
No. 3	5 70
No. 2	5 80
No. 1	5 35
Extra Ground Sugars—	
Barrels	6 15
50 lb. boxes	6 45
20 lb. boxes	6 55
Powdered Sugars—	
Barrels	6 15
50 lb. boxes	6 35
25 lb. boxes	6 35
Paris Lumps—	
100 lb. boxes	6 50
50 lb. boxes	6 70
25 lb. boxes	6 80
Crystal Diamonds—	
Barrels	6 55
100 lb. boxes	6 70
50 lb. boxes	6 80
Cartons and half cartons	7 65
Crystal Dominoes, cartons	7 75

DRIED FRUITS.—Market for dried fruits is quiet, and there is no change in prices. Italian prunes are being offered at $2 the box. Supplies of peels are running short, and there may be some difficulty in replacing them. However, generally speaking, there is little in this market for which substitutes cannot be secured on this side of the water in event of worst coming to the worst and imports being cut off altogether.

EVAPORATED FRUITS.	Per lb.	
Apples, 50-lb. boxes	0 11	0 11½
Nectarines, choice	....	0 11
Peaches, choice	0 09	0 09½
Pears, choice	0 14	0 15
Apricots	0 16	0 20
DRIED FRUITS.		
Candied Peels—		
Citron	0 16	0 20
Lemon	0 10½	0 14½
Orange	0 11½	0 15½
Currants—		
Amalias, loose	0 07	0 11
Amalias, 1-lb. pkgs.	0 08½	0 12½
Filiatras, fine, loose	0 07	0 11
Dates—		
Dromedary, package stock, per pkg.	0 10	0 13½
Fards, choicest	0 11	0 14½
Hallowee, loose	0 05½	0 08
Hallowee, 1-lb. pkgs.	0 07½	0 09½
Figs—		
Finest, 6 crown, about 12 lbs.	0 13	0 13½
Same fruit, 5 and 4 crown, 1 and 2 cents less.		
Prunes—		
40 to 50, in 25-lb. boxes, faced	0 12½	0 13
50 to 60, in 25-lb. boxes, faced	0 11½	0 12
70 to 80, in 25-lb. boxes, faced	0 10	0 10½
80 to 90, in 25-lb. boxes, faced	....	0 09½
95 to 180, in 25-lb. boxes, faced	0 06	0 06½
60 to 70, in 25-lb. boxes, faced	0 10½	0 11
Raisins—		
Malaga table, box of 22 lbs., according to quality	5 00	6 60
Muscatels, loose, 3 crown, lb.	....	0 08½
Sultana, loose	0 14	0 16
Lower grades Sultana, 1 lb. pkgs.	0 15	0 18
Valencia, new	0 06	0 06½
Seeded, fancy	....	0 10½
Seeded, choice	....	0 10

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

RICE.—Situation is steady, and there is a splendid demand. Prices, although they have advanced since the outbreak of the war, are still comparatively low, and fact seems to be appreciated by the consumer.

Rangoon Rices—	Per cwt.
Rangoon "B"	3 75
"C.C."	3 80
India bright	3 90
Lustre	4 00
Fancy Rices—	Per cwt.
Polished	5 50
Pearl	5 60
Imperial Glace	5 90
Sparkle	6 10
Crystal	6 10
Snow	6 30
Ice drips	6 45
Carolina head	8 10

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).

Imported Patna—	Per lb.	
Bags, 224 lbs.	0 06½	0 07⅜
Half bags, 112 lbs.	0 06¼	0 06½
Quarter bags, 56 lbs.	0 06⅜	0 06⅝
Velvet head Carolina	0 10	0 11
Sago, brown	0 06	0 06½

MOLASSES.—Following advance of last week, there has been no change in prices, but situation must be considered as very firm on the position of sugar.

Barbadoes Molasses—	Prices for Island of Montreal. Fancy.	Choice.
Puncheons	.38	.36
Barrels	.41	.39
Half barrels	.43	.42

For outside territories prices range about 3c lower per gallon than for delivery, Island of Montreal.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—	
Barrels, per lb., 3¾c; ½ bbls., 4c; ¼ bbls.	0 04¼
Pails, 38½ lbs., $1.95; 25 lbs.	1 40
Cases, 2 lb. tins, 2 doz. in case	2 65
Cases, 5 lb. tins, 1 doz. in case	3 00
Cases, 10 lb. tins, ½ doz. in case	2 90
Cases, 20 lb. tins, ¼ doz. in case	2 85
Maple Syrups—	
Pure, per 8½ lb. tin	0 75
Pure, in 15 gal. kegs, 8c per lb., or per gal.	1 00
Maple sugar, pure, per lb.	0 10 0 11

NUTS.—Demand for nuts is not strong. The outlook appears to be that when the present stocks are exhausted, and if conditions continue as at present, and there are no importations, that the demand will turn to varieties which are produced in America.

Shelled walnuts, per lb.	0 50	0 52
Shelled almonds, 28-lb. boxes, per lb.	0 52	0 54
Finest filberts	0 18	0 20
Pecans—		
3 crown	0 17	0 18
Large	0 18	0 20
Giants	0 21	0 22
Almonds	0 22	0 25
Walnuts, Grenoble	0 16	0 27
Brazils, new	0 14	0 16
Peanuts, No. 1, 13c; No. 2	....	0 11
Peanuts, No. 3, 9½c; No. 4	....	0 09

DRIED VEGETABLES.—Demand for beans and other dried vegetables continues firm, although prices have generally receded somewhat from top of list. The basis, however, remains much the same as it has been for past couple of weeks.

Beans—		
Hand picked, per bush.	....	3 70
Canadian, white, per bush.	....	3 60
Yellow, per bush.	....	3 85
Yellow eyes, per bush.	....	4 55
Lima, per lb.	....	0 10
Peas, per bushel	....	3 40
Peas, Imperial green, per bush.	....	3 50
Barley, pot, per bag	....	3 50
Barley, pearl	....	5 00

SPICES.—Spice dealers report the situation practically as a week ago. Some supplies are coming forward, and there is nothing serious except with reference to mustard, herbs, flavoring extracts and some other lines where supplies depend upon the European countries now at war.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins, dozen.
Allspice	0 15—0 18	0 60—0 70	0 70—0 80
Cassia	0 22—0 25	0 72—0 90	0 80—0 90
Cayenne pepper	0 30—0 35	1 02—1 15	1 10—1 25
Cloves	0 35—0 40	1 15—1 30	1 25—1 40
Cream tartar	0 55—0 60	1 35—1 60	....—....
Ginger, Cochin	0 21—0 23	....—....	....—....
Ginger, Jamaica	0 25—0 30	0 90—1 05	0 95—1 10
Mace	0 85—1 10	....—....	....—....
Nutmegs	0 30—0 35	1 02—1 20	1 10—1 25
Pepper, black	0 23—0 25	0 80—0 90	0 90—1 00
Pepper, white	0 31—0 32	1 05—1 10	1 10—1 20
Pastry spice	0 25—0 32	0 85—1 10	0 95—1 15
Pickling spice	0 20—0 25	0 75—0 90	0 80—0 95
Turmeric	0 20—0 22	....—....	....—....

Lower prices for pails, boxes or baliers when delivery can be secured.

Cardamon seed, per lb., bulk	2 00	2 50
Carraway—		
Canadian	....	0 12
Dutch	....	0 20
Cinnamon, Ceylon, lb.	....	0 60
Mustard seed, bulk	0 18	0 22
Celery seed, bulk	0 35	0 45
Cayenne chillies	0 25	0 30
Shredded cocoanut, in pails	0 20	0 25

COFFEE.—Coffee market remains firm and steady under advance, and it is not likely that there will be any material change in near future, although supplies in some lines are getting rather short.

Coffee, Roasted—		
Rogotas	0 30	0 34
Gautemala	0 28	0 32
Jamaica	0 26	0 29
Java	0 34	0 39
Maricaibo	0 29	0 31
Mexican	0 30	0 34
Mocha	0 32	0 36
Rio	0 23	0 26
Santos	0 27	0 29
Chicory, per lb.	0 12	0 15

TEA.—Situation has changed little. Advances over before war prices are still about 5c. Importers state that lifting of embargo in England is not so very important, as it is not believed that there are very heavy receipts there for exportation. In some quarters it is considered that the next development in this market will be the imposition of a war tax on tea by the Government.

ONTARIO MARKETS.

Toronto, Sept. 10.—In the case of many grocery lines, first hand stocks have entirely disappeared, and are now in the hands of the wholesaler and retailer. This is true, generally speaking, of tea, rice, tapioca, and many lines of dried fruits. This fact does not appear to have inflated prices to any great extent, though such would no doubt have been the case were fresh supplies not on the way.

Large quantities of tea are due here inside of three weeks, and several vessels have left Colombo for London. Auctions in India have been resumed. Orders for tapioca have been placed at a slight advance, and are now on the way. Rice appears difficult to procure. In the case of currants and raisins, these should be here at least by October, though new crops are somewhat delayed. Dates will, in all probability, be a minus quantity on the Canadian market this year, and figs, where procurable, will command high prices. Arrangements are being made for shipments of nuts from France and Spain, although considerable difficulty is being experienced.

New canned fish prices have been named, but brokers are very reluctant as yet to make them public. This much is known, at time of writing that prices are considerably higher than they were last year. Fraser River and Northern River sockeyes will, it is said, be $2.25 per case higher, cohoes 50c higher, and pinks 75c higher. Market conditions on

the Pacific Coast indicate much stronger prices all round.

The Canada Sugar Refining Co., who have not advanced their prices, except to take care of the war tax, have been compelled to follow the action of other refineries, owing to the advance in price of raw sugar. The price of raw before hostilities began in Europe was $3,36; it is now $6.02.

SUGAR.—The feature in the sugar market this week is the advance in the price of Redpath sugar 50 cents a hundred, bringing quotations up to the same basis as those of the St. Lawrence Refineries. Acadia is still some 20 cents higher. The reason for the strength in sugar is obvious. Raws are very much higher than before the war, and refiners in Canada have not even taken advantage of the rises in raws to advance refined. They all had certain quantities of raws on hand when the war broke out and the trade and public have been given the advantage. Prices of raws are up almost 2¾ cents on primary markets, but, apart from the war tax rise, refined has only risen so far about three-quarters of a cent. When refiners go into the raw market again they will have to pay more, and we should see even higher prices in the no distant future, providing the European situation does not clear up with remarkable rapidity.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	5 81
20 lb. bags	5 91
10 lb. bags	5 96
2 and 5 lb. cartons	6 10
Second grade granulated, 100-lb. bags	5 71
Nova Scotia refined, 100-lb. bags	6 10
Extra Ground Sugars—	
Barrels	5 51
50 lb. boxes	4 71
25 lb. boxes	5 91
Powdered Sugars—	
Barrels	6 01
50 lb. boxes	6 21
25 lb. boxes	6 41
Crystal Diamonds—	
Barrels	6 35
100 lb. boxes	6 35
50 lb. boxes	6 45
Paris Lumps—	
100 lb. boxes	6 35
50 lb. boxes	6 45
25 lb. boxes	6 65
Cartons (20 to case)	8 41
Cartons (50 to case)	8 41
Crystal Dominoes, cartons	8 61
Yellow Sugars—	
No. 1	5 41

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

TEA.—Fresh supplies from India via London should be here in three weeks. Shipments direct to New York have been interrupted, as they came on German bottoms. New arrangements are being made. After that the supply will be more regular, unless Great Britain again places an embargo on tea. Except for higher freight and insurance rates, tea should come on to this market at old rates. A cable from Colombo, from which port four boats have left, states that the price of tea is hardening.

DRIED FRUITS.—Shipments of old crop currants have left, but new crop have been delayed. Unless a Greco-Turkish war should break out, they will follow in due course. A cable announces a slight advance in price, but in a little over a month currants should be reasonable and fairly plentiful. Valencia raisins are difficult to ship, and sight credits are indispensable. They will not reach Canada until probably November. No figs are being shipped from Smyrna, but there is no embargo. Same applies to Sultanas. Malaga raisins should leave Spain this month. Exportation of Persian dates is prohibited, and as the business is financed from London, it is safe to say dates will not be shipped in time to be of much interest to this market. Figs were cleaned up months ago. Brokers have been endeavoring to pick up supplies, without success. There are some in New York, but not of a quality good enough for this market. California choice yellow peaches are quoted at 5⅞ for 50's, and 6½ for 25's. Standard apricots, 25's faced, bring 11¼, and 50's 10¾; choice 25's 11¾, and 50's 11¼.

Apples, evaporated, per lb.	0 10½	0 11
Apricots—		
Standard, 25 lb. boxes	....	0 11¾
Choice, 25 lb. boxes	....	0 11¾
Candied Peels—		
Lemon	0 12	0 15
Orange	0 12	0 15
Citron	0 18	0 20
Currants—		
Filiatras, per lb.	0 09½	0 10
Amalas, choicest, per lb.	....	0 10
Patras, per lb.	....	0 10½
Vostizzas, choice	....	0 12
Vostizzas, shade dried	0 13½	0 14
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09	0 09½
Fards, choicest, 60-lb. boxes	0 08½	0 09
Package dates	0 07½	0 09
Hallowees	0 06	0 06½
Prunes—		
30-40s, California, 25 lb. boxes	0 13½	0 14½
40-50s, 25 lb. boxes	0 12½	0 13½
50-60s, 25 lb. boxes	0 12	0 12¼
60-70s, 50 lb. boxes	0 10	0 10½
70-80s, 50 lb. boxes	0 09½	0 10
80-90s, 50 lb. boxes	0 09	0 09½
90-100s, 50 lb. boxes	0 07½	0 08
25-lb. boxes ¼c more.		
Peaches—		
Standard, 50-lb. boxes	....	0 05⅞
25-lb. boxes ¼c more.		
Raisins—		
Sultana, choice, new	0 10	0 11
Sultana, fancy, new	0 12	0 14
Valencia	0 09	0 09½
Seeded, fancy, 1 lb. packets	0 09⅜	0 09½
Seeded choice, 1 lb. packets	....	0 09½
Seeded, choice, 12 oz.	....	0 08½
Seedless, 16 oz., packets	0 10½	0 11
Seedless, 12 oz. packets	....	0 10

COFFEE.—Prices are unchanged. A local wholesaler criticizes the action of the Government in taxing coffee,, and argues that it should have been placed on tea, where it would hardly have been felt, and would have produced a handsome revenue. The tax has had the effect of reducing sales, and revenue, he says, will be disappointing.

Coffee, Roasted—		
Bogotas	0 25	0 27
Guatemala	0 26	0 28
Jamaica	0 24	0 25
Java	0 30	0 32
Maricaibo	0 25	0 26
Mexican	0 25	0 27
Mocha	0 29	0 32
Rio	....	0 20
Santos	0 22	0 23
Chicory, per lb.	0 10	0 12

SPICES.—London market for spices is opening again, and offers are being made. Prices are high. Cream of tartar becomes scarcer than ever. The business done is not large in volume.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	....—0 12	....—0 18
Allspice, whole	....—....	....—0 17
Cinnamon, whole	....—....	0 21—0 26
Cinnamon, ground	0 18—0 19	0 21—0 26
Cinnamon, Batavia	....—....	0 26—0 36
Cloves, whole	....—....	0 28—0 33
Cloves, ground	0 21—0 26	0 31—0 33
Cream of tartar	0 25—0 35	....—0 80
Curry powder	....—....	....—0 27
Ginger, Cochin	0 14—0 17	0 20—0 23
Ginger, Jamaica, ground	0 17—0 20	0 24—0 27
Ginger, Jamaica, whole	....—....	0 24—0 27
Ginger, African, ground	....—....	....—0 18
Mace	....—....	0 80—1 05
Nutmegs, brown, 64s, 52c; 80s, 42c; 100s	....—....	....—0 37
Nutmegs, ground, bulk, 47c; 1 lb. tins	....—....	....—0 67
Pastry spice	....—....	....—0 27
Peppers, black, ground	0 12—0 16	0 19—0 22
Peppers, black, whole	....—....	0 20—0 22
Peppers, white, ground	0 19—0 27	0 33—0 37
Peppers, white, whole	....—....	0 31—0 33
Pickling spice	....—....	....—0 17
Turmeric	....—....	0 20—0 28

RICE AND TAPIOCA.—Brokers have placed tapioca orders, and supplies should be here in two months. About ¾c more was paid. Stocks in Toronto are bringing high prices. First hand stocks have disappeared, but wholesalers are well supplied. Demand for tapioca improves as winter approaches. By the time stocks are exhausted, new supplies should be in. Rangoon, Siam and Burma are not shipping, but a few English vessels are afloat with supplies. The Indian Government has prohibited exportation. Ontario grocers and wholesalers have fair stocks. Java is quoted 7-8½, Siam 5½-6½. Carolina is quoted higher.

Rice—		
Rangoon, per lb.	0 03¾	0 04½
Rangoon, fancy, per lb.	0 04¾	0 05½
Patna, per lb.	0 06	0 07½
Japan, per lb.	0 06½	0 08
Java, per lb.	0 07	0 08½
Carolina, per lb.	0 11	0 12½
Sago—		
Brown, per lb.	0 06	0 06½
White, per lb.	....	0 06
Tapioca—		
Bullet, double goat	....	0 10½
Medium pearl	0 07	0 07½
Seed pearl	0 07	0 07½
Flake	....	0 10½

BEANS.—Beans are 25c a bushel higher, and are strong, as the new crop is reported small. Blue and white peas are scarce, and there is a big demand from New York for Canadian peas. Canadian primes are quoted at $3.75 to $4, blue and white peas at $3 to $3.25.

	Per bushel.	
Beans—		
Canadian primes	3 75	4 00
Lima, per lb.	....	0 10
Peas, blue, Canadian, per bush	3 00	3 25
Peas, whole, white, per bush	3 00	3 25

NUTS.—Malaga almonds and Sicily filberts should be shipped this month. Tarragona almonds are difficult to ship, though some will probably arrive later on. Most walnuts will be delayed until November, and probably December, by the war in France.

	Per lb.	
In shell—		
Almonds, Tarragona	0 17½	0 18
Brazils, medium, new	0 10¾	0 11
Brazils, large, washed, new	0 12½	0 15
Chestnuts, peck	1 75	1 90
Filberts, Sicily, new	0 14	0 15
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 10½	0 11
Peanuts, fancy, roasted	0 09½	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	....	0 17½
Walnuts, Bordeaux	....	0 18
Walnuts, Marbots	....	0 19
Shelled—		
Almonds	....	0 60
Filberts	....	0 27
Peanuts	0 10½	0 11½
Pecans	0 56	0 60
Walnuts	....	0 60

SYRUPS.—Prices of corn syrups remain the same. About the usual amount of business is being done, syrup always picking up when the hot weather is over. It picked up earlier this year owing to the war scare. Brokers will not book ahead on molasses. Wholesalers should

be in a position to supply demand, as they have good stocks.

Syrups—	Per case.	
2 lb. tins, 2 doz. in case	....	2 65
6 lb. tins, 1 doz. in case	....	3 00
10 lb. tins, ½ doz. in case	....	2 90
20 lb. tins, ¼ doz. in case	....	2 85
Barrels, per lb.	....	0 03¾
Half barrels, lb.	....	0 04
Quarter barrels, lb.	....	0 04¼
Pails, 38½ lbs. each	....	1 95
Pails, 25 lbs. each	....	1 40
Molasses, per gallon—		
New Orleans, barrels	0 26	0 28
New Orleans, half-barrels	0 28	0 30
West Indies, barrels	0 24	0 26
West Indies, half barrels	0 26	0 28
Barbadoes, fancy, barrels	0 45	0 48
Barbadoes, fancy, half barrels	0 47	0 51
Maple Syrup—Compound—		
Gallons, 6 to case	4 40	4 80
½ gals., 12 to case	4 70	5 40
¼ gals., 24 to case	4 70	5 40
Pints, 24 to case	2 50	3 00
Maple Syrup—Pure—		
6 gallon cans, 1 to case	6 45	6 60
Gallons, 6 to case	6 60	8 00
½ gallons, 12 to case	6 95	7 25
Quarts, 24 to case, in glass	7 00	7 25
Pints, 24 to case	4 00	5 90
Maple Sugar—		
Pure, per lb.	....	0 12¼
Maple Cream Sugar—		
24 twin bars	....	1 80
40 and 48 twin bars	3 60	4 85
Maple butter, lb. tins, dozen	....	1 90

CANNED GOODS.

MONTREAL.—Opinions in trade on prices for canned goods are generally that quotations are satisfactory. Of course, before there is a final opinion the announcement as to tomatoes and corn is awaited. The advance in peas was not more than had been looked for, and is not abnormal when it is taken into consideration that there was a partial failure in the pack in the eastern portion of Ontario; in fact, higher prices would not have been astounding. It is pointed out that peas can be retailed at 10c, and at this price they are not a dear food.

ONTARIO AND QUEBEC PRICES 1914 PACK.

VEGETABLES.	Group A.
2's Asparagus tips	$2 32½
2's Asparagus butts	1 47½
2's Beans, crystal wax	1 05
2's Beans, golden wax, midget	1 25
2's Beans, golden wax	0 95
3's Beans, golden wax	1 32½
Gals., Beans, golden wax	3 77½
2's Beans, Lima	1 22½
2's Beans, red kidney	1 00
2's Beans, Refuge or Valentine green	0 95
3's Beans, Refuge (green)	1 32½
2's Beans, Refuge, midget	1 25
Gals. Beans, Rfuge	3 77½
2's Beets, sliced blood red, Simcoe	1 00
2's Beets, whole, blood red, Simcoe	1 00
2's Beets, whole, blood red, Rosebud	1 30
3's Beets, sliced, blood red, Simcoe	1 35
3's Beets, whole, blood red, Simcoe	1 40
3's Beets, whole, blood red, Rosebud	1 45
2's Peas, standard, size 4	0 95
2's Peas, early Junes, size 3	0 97½
2's Peas, sweet wrinkles, size 2	1 00
2's Peas, extra fine sifted, size 1	1 40
Gals. Peas, standards	4 07½
Gals. Peas, Early Junes	4 17½
Gals. Peas, sweet wrinkles	4 32½
2's Spinach	1 15
3's Spinach	1 50
Gal. Spinach	4 55
FRUITS.	
2's Blueberries, standard	1 52
2's Blueberries, preserved	1 82½
Gals. Blueberries, std.	6 57½
2's Blk. cherries, pitted, H.S.	1 92½
2's Blk. cherries, not pitted, H.S.	1 52½
2's Red ptd. cherries, H.S.	1 92½
2's Cherries, red, pitted, L.S.	1 45
2's not ptd. red cherries, H.S.	1 52½
Gals. ptd. red cherries	8 52½
Gals. not ptd. red cherries	8 02½
2's Cherries, white, ptd. H.S.	1 92½
2's Cherries, white, not ptd. H.S.	1 52½
2's Black currants, H.S.	1 47½
2's Preserved black currants	1 77½
Gals. black currants, std.	5 97½
Gals. black currants, solid pack	8 97½
2's Red currants, H.S.	1 47½
2's Red preserved currants	1 77½
Gals. red currants, standard	5 97½
Gals. red currants, solid pack	8 97½
2's Gooseberries, H.S.	1 47½
2's Gooseberries, preserved	1 77½
Gals. gooseberries, standard	7 02½
Gals. gooseberries, solid pack	9 77½
2's Lawtonberries, heavy syrup	1 97½
2's Lawtonberries, L.S. (group B)	1 45
2's Lawtonberries, preserved	2 17½
Gals. Lawtonberries, std.	7 07½
2's Raspberries, black, H.S.	1 97½
2's Raspberries, black, L.S. (group B)	1 45
2's Raspberries, black, preserved	2 17½
Gals. Raspberries, black, std.	7 07½
Gals. Raspberries, black, solid pack	9 32½
2's Raspberries, red, H.S.	1 97½
2's Raspberries, red, L.S. (group B)	1 45
2's Raspberries, red, preserved	2 17½
Gals. Raspberries, red, std.	7 32½
Gals. Raspberries, red, solid pack	9 32½
2's Rhubarb, preserved	1 57½
3's Rhubarb, preserved	2 32½
Gal. Rhubarb, standard	3 57½
2's Strawberries, H.S.	2 17½
2's Strawberries, preserved	2 32½
Gals. Strawberries, standard	7 57½
Gals. Strawberries, solid pack	9 82½

(Group B 2½c dozen lower.)

MANITOBA MARKETS.

Winnipeg, September 9.—The week again sees advances in prices the most notable being those in molasses and in beans. On the whole, however, the market is considerably steadier than since the outbreak of war. It seems very evident, however, that dealers must look for further upward movements in sugar, flour and quite probably in beans.

The amount of business done has been very satisfactory; in this direction the great difficulty is to supply the demand. Wholesalers' stocks of some lines are very low, and as it is apparent they will have great difficulty in replacing these stocks, they are shipping in only small quantities.

SUGAR.—This is one of the lines in which there is a great shortage. The advance which last week was expected to come has not as yet been made, but there seems no doubt that a further rise will take place shortly, more than a cent at least. Dealers' stocks are away down, and they are able to buy from the wholesalers only on a hand to mouth basis. At least one refinery has withdrawn from this market entirely for the time being. The others are shipping in comparatively small quantities. In fact, relief does not seem near. Molasses has advanced from 3 to 4c per gallon. The reason for this is not easily given. The product is up on the New Orleans market and quotations here have followed as a direct result.

Syrups have not advanced since last week, but an upward movement is expected.

	Per cwt. in sacks.
Sugar, Eastern—	
Extra standard granulated	6 20
Extra ground or icing	6 70
Powdered	6 50
Lumps, hard	7 15
Montreal yellow	5 80
Sugar, Western Ontario—	
Sacks, per 100 lbs.	7 10
Barrels, per cwt.	6 05
Halves, 50 lbs., per cwt.	6 10
Bales, 20 lbs., per cwt.	6 15
Powdered, barrels	6 40
Powdered, 50s	5 75
Powdered, 25s	7 05
Icing, barrels	6 70
Icing, 50s	6 95
Icing, 25s	7 10
Icing, pails	7 00
Cut loaf, barrels	6 80
Cut loaf, 50s	7 05
Cut loaf, 25s	7 30
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 60
5-lb. tins, 1 doz. to case, per case	4 00
10-lb. tins, ½ doz. to case, per case	3 75
20-lb. tins, 3 tins to case, per case	3 70

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)

Molasses—	Per gal.
Barbadoes	0 53
New Orleans	0 34
Maple Syrups—	Per case.
Imperial quarts, case, 2 doz.	5 40
Imperial ½ gals., 1 doz.	6 55
New, pure, ¼ gal., case	9 00
New, pure, ½ gal., quarts, case 2 doz.	9 70
New, pure, quart bottles, case 2 doz.	9 75

DRIED FRUITS.—Currants are still high, and the demand even at present prices is heavy. Stocks are light and the previous prediction of a shortage can hardly fail to materialize. It is a fact that some of the wholesalers are practically sold out at present, with little or no chance of replacing their stock for some weeks. There is apparently an improvement as far as Valencia raisins are concerned. The chance of getting these seems much brighter and wholesalers state that it is reasonable to expect these goods will arrive at the usual time. The cost price will be much higher than in other years, owing to heavier transportation and insurance rates brought about by the war. Evaporated apples will be very cheap during the coming year, as there is a splendid crop all over Canada and not as large an outside market. It is expected the selling price in Winnipeg will be in the neighborhood of 7½c after the new stock arrives in November. At the present time there are some nice California evaporated apples in the market selling at 11½c. This is one of the few lines where a decline in price has been noted this year. As was predicted, apricots have eased off, dropping about 1c. The new crop coming on has made it possible to reduce the previous high prices. Apricots may be expected to go still lower. No change is noted in currants, dates, figs or peaches. They are very scarce and will be for some time.

Apples, evaporated, new, 25s	....	0 11½
Apricots, choice, 25's	....	0 14¾
Apricots, choice, 10's	....	0 15¾
Apricots, standard, 25's	....	0 13
Currants—		
Dry clean	....	0 08¾
Washed	....	0 09¼
1 lb. package	....	0 09
2 lb. package	....	0 18
Vostizzas, 1 lb.	....	0 12
Dates—		
Hallowi, loose, per lb.	....	0 06½
Hallowi, 1 lb. pkgs.	....	0 07¼
Fard dates, 12-lb. boxes	....	1 10
Peaches—		
Standard, 25-lb. boxes	....	0 06¾
Choice, 25-lb. boxes	....	0 07½
Choice, 10-lb. boxes	....	0 08½
Extra choice, 25-lb. boxes	....	0 08⅞
Prunes, in 25-lb. boxes—		
90 to 100	....	0 08½
80 to 90	....	0 09
70 to 80	....	0 11
60 to 70	....	0 12
50 to 60	....	0 13
40 to 50	....	0 13½
Raisins, Valencias—		
Extra select Valencias, 28's, box	....	2 15
Raisins, Sultanas—		
California	....	0 09¾
Smyrnas	0 08	0 12½
Raisins, Muscatels—		
3 crown, loose, 50's	....	0 08¾
3 crown, loose, 25's	....	0 09
Choice, seeded, lb.	....	0 09¼
Extra fancy seeded, lb.	....	0 09¾
Raisins, Australians—		
Lexias, 56-lb. boxes	....	0 08½
12-oz. packages, fancy	....	0 07⅞
12-oz. packages, choice	....	0 07½

TEAS AND COFFEES.—This market has been steady for the past week. The further advance of 1c in coffee struck last week seems likely to cover that market for a little time. On the primary markets coffee is considerably easier, apparently offsetting the higher carrying charges.

Coffee—		
Rio, No. 5, green	0 18	0 19
Rio, roasted	0 20½	0 21½
Santos, green, No. 4	....	0 20¼
Santos, roasted	0 28½	0 29½
Chicory, per lb.	0 08	0 09

Teas—		
Japans—		
Extia fine, basket, fired	....	0 46
Fancy	0 35	0 39
Choicest	0 33	0 36
Choice or medium	0 29	0 33
Common	0 24	0 27
India and Ceylon—		
Broken Orange Pekoe	0 32	0 44
Pekoe	0 30	0 34
Pekoe Soucbong	0 27	0 30
Souchong	0 25	0 27
Cbina—		
Common Moning	0 21	0 22
Good Paklum	....	0 38
Keemum	....	0 53

BEANS.—The truth of the matter is that there are few if any Canadian beans to be had, the entire supply having been bought up by the Governments. What beans are being secured are coming from New York and from Japan. The future depends upon the new crop, of which something will be definitely known in November, and on war conditions.

It has been found necessary to advance beans from 20 to 30c and since the growers are asking $4 per bushel for their coming crop it will be evident that nothing but higher prices need be expected unless conditions in Europe change materially. California lima beans have also been advanced ¼c.

Beans—		
Austrian, hand picked	....	3 50
3 lb. picker	....	3 30
Cal. Lima, per lb.	....	0 07
Barley—		
Pot, per sack, 98 lbs.	....	3 60
Pearl, per sack, 98 lbs.	....	5 00
Peas—		
Split peas, sack, 98 lbs.	3 30	3 65
Whole peas, bushel	....	2 25

RICE AND TAPIOCA.—There has been a slight upward movement in rice of ⅛c per lb. Tapioeas and sagos remain high. No immediate change here is expeeted. Before the new crop of rice comes on in November, however, it seems certain that higher prices will have to be quoted.

Rice and Tapioca—		
No. 1 Japan, per lb.	....	0 05⅞
No. 2 Japan, per lb.	....	0 04¾
Siam, per lb.	....	0 04¼
Patna, per lb.	0 06¼	0 06¾
Carolina, per lb.	....	0 08
Sago, pearl, per lb.	....	0 05¼
Tapioca, pearl, per lb.	....	0 05½

NUTS.—Shelled walnuts have been advanced to 52c. This is another case where the upward movement is the result of inability to get new stock. Other prices remain steady.

Saskatchewan Crops and Market Situation

SASKATCHEWAN MARKETS.

Regina, Sept. 9.—(Special.)—Harvesting is in full swing throughout Saskatchewan. From the north-east section of the province come reports that there has been a slight delay on account of unfavorable weather, but this delay is not serious owing to the early season. For this reason the labor problem this year is giving the farmer little concern, for when harvesting has been completed in one district it will be possible to transfer the harvesters to another section.

Many staples continue to soar. It was thought that following the outbreak of war, when the country settled back to normal again, the market would steady itself considerably, but market conditions now tend to impress upon people what it really means for this country to be in a state of war. The demand for all foodstuffs, however, is good, and wholesalers report business brisk. The sale of canned goods is always good at this time of year owing to the large numbers of men working in the harvest fields of the province.

No change has been reported in sugar on the local market during the week, although on September 4 a despatch from New York was received to effect that refined sugar on the American market on that date was being quoted at $7.50, which brought price back to the high water mark of a few days ago. Sugar will likely go higher yet. The sale of currants by wholesalers has been heavy, due to fact that retailers are anticipating a shortage. Probably the most noticeable fluctuation noted this week is in rolled oats, which have taken a decided jump upwards. Beans continue to soar, and are now selling at $3.65, an advance of 40 cents per bushel. A slight advance is reported in paper and cotton bags. Cocoanut has gone up 2 cents per lb. Opening prices on salmon are now out, and will be seen below. With the exception of cohoes, these prices are higher than formerly.

Produce and Provisions—		
Butter, creamery, per lb.	0 28	0 29
Butter, dairy, No. 1	....	0 21
Cheese, per lb.	0 16⅞	0 17
Eggs, fresh, per doz.	....	....
Lard, 3's, per case	....	7 50
Lard, 5's, per case	....	7 45
Lard, 10's, per case	....	7 40
Lard, 20's, each	....	2 50
General—		
Beans, Ontario, per bushel	....	3 65
Coffee, whole roasted, Rio	....	0 22
Cream of tartar, lb.	....	0 52
Cocoanut, lb.	....	0 20½
Evap. apples, 50's	....	0 12½
Potatoes, new, per bushel	....	1 75
Rolled oats, 20's, 82c; 40's, $1.60; 80's	....	3 10
Rolled oats, bail of 80 lbs.	....	3 10
Flour, 98's,	....	3 45
Rice, per cwt.	....	4 50
Sugar, standard, gran., per cwt.	....	6 57
Sugar, yellow, per cwt.	....	6 17
Walnuts, sbelled, 54c; almonds	....	0 53
Canned Goods—		
Apples, gals., case, $1.61-$1.91, doz.	....	3 82
Broken beans, 2's	....	2 60
Corn, standard, per 2 dozen	....	2 21
Peas, standard, per 2 dozen	2 00	2 05
Plums, Lombard	2 10	2 21
Peaches	....	3 16
Strawberries and raspberries	....	4 71
Tomatoes, standard, per dozen	....	2 65
Salmon—		
Sockeye, 1's, 4 doz. case	....	9 85
Sockeye, ½'s	....	12 35
Cohoes, 1's	....	6 00
Humpbacks, 1's	....	4 60
Fruits—		
Lemons	....	12 00
Oranges	4 00	4 75
Dried Fruits—		
Currants, per lb.	....	0 11¼

ALBERTA MARKETS.

(By wire.)

Edmonton, Sept. 10.—The trade is now getting used to war conditions. There is a certain amount of depression in the city, but the country is particularly promising. Wholesalers are inclined more to advancing credit owing to the good crops in this district being about the best in West. Austrian beans are unobtainable. Coffee is higher at 18½ to 20c. Evaporated apples are down to 10 and 11c. Potatoes are 45c. Flour is higher. Granulated sugar is now $7.30 and yellow at $6.65. Canned strawberries are $4.50 a case. Salmon (sockeye) is $9.50, cohoes $7.25, humpbacks $4.50.

Produce and Provisions—		
Butter, creamery, per lb.	....	0 26
Butter, dairy, No. 1, 21c; No. 2	....	0 16
Cheese, per lb.	0 16	0 16¼
Lard, pure, 3's, per case	....	7 50
Lard, pure, 5's, per case	....	7 45
Lard, pure, 10's, per case	....	7 40
Lard, pure, 20's, each	....	2 43
General—		
Beans, Ontario, per bushel	3 15	3 25
Beans, Austrian	....	3 35
Coffee, whole roasted, Rio	0 18½	0 20
Evaporated apples, 50's	0 10	0 11
Potatoes, new, per bushel	....	0 45
Rolled oats, 20's	....	0 79
Rolled oats, bail	....	3 40
Flour, 98's, $3.55-$3.65; rolled oats, 80's	....	2 50
Rice, per cwt.	....	4 50
Sugar, standard, gran., per cwt.	....	7 30
Sugar, yellow, per cwt.	....	6 65
Canned Goods—		
Apples, gals., case	....	1 85
Corn, standard, per two dozen	....	2 15
Peas, standard, 2 dozen	....	1 95
Plums, Lombard	....	2 20
Peaches	....	3 15
Strawberries, $4.50; raspberries	....	3 90
Tomatoes, standard, per dozen	2 45	2 65
Salmon, sockeye, 4 doz. talls, case, 1s	....	9 50
Cohoes, 1's, $7.25; humpbacks, 1's	....	4 50
Fruits—		
Lemons	9 00	10 00

NEW BRUNSWICK MARKETS.

(By wire.)

St. John, Sept. 10.—The exhibition being on is meaning increased business for local dealers. Strong efforts are being made to create confidence in business. Markets are holding strong, particularly flour and sugar. Dealers look for advance in both these, as advices show them strong in West and in the States. White beans are higher and not so plentiful. Yellow eyes have also advanced to $4.75—$4.80. Canned pork and beans are up 20c and are now $2.80 to $3. Molasses are higher at 34c, though embargo has been lifted.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.	....	0 17
Beef, barrel	26 00	27 00
Beef, corned, 1 lb.	3 15	3 30
Pork, American clear, per bbl.	31 00	33 00
Pork, domestic, per bbl.	30 00	31 00
Butter, dairy, per lb.	0 22	0 23
Butter, creamery, per lb.	0 23	0 24
Cheese, new, lb.	0 15½	0 16
Eggs	0 26	0 27
Lard, compound, per lb.	0 11½	0 12
Lard, pure, per lb.	0 14½	0 15
Flour and Cereals—		
Cornmeal, gran.	....	6 00
Cornmeal, ordinary	....	2 15
Flour, Manitoba, per bbl.	....	7 55
Flour, Ontario	....	7 25
Rolled oats, per bbl.	....	6 75
Oatmeal, standard, per bbl.	....	7 40
Fresh Fruits and Vegetables—		
Lemons, Messina, box	....	7 00
Oranges, Val., case	4 00	6 50
Potatoes, new, bushel	0 90	1 00
Sugar—		
Standard granulated	7 00	7 10
United Empire	6 90	7 00
Bright yellow	6 80	6 90
No. 1 yellow	6 50	6 60
Paris lumps	8 00	8 08½
Beans, white, per bush.	3 50	3 60
Beans, yellow eyes, per bush.	4 75	4 80
Canned pork and beans, per case	2 80	3 00
Molasses, per gal.	....	0 34
Cream of tartar, per lb., bulk	0 60	0 65
Currants, per lb.	0 11	0 11½
Rice per cwt.	4 50	5 00

Paying Accounts Owing in Great Britain

Commercial Houses Find that Obtaining Credit in England at the Present Time is Very Costly—A Problem for Many Commercial Houses with Suggested Remedy.

By the Editor of Financial Post.

DURING the past few weeks The Post has had many inquiries from their readers for explanation as to the high cost of making remittances to the United Kingdom. Some extraordinary impressions have been received from newspaper reports respecting the deposit of gold with the Finance Minister at Ottawa by the Bank of England. For some reason quite inexplicable some commercial houses, debtors to manufacturers in Great Britain, have the impression that by paying to the Finance Minister at Ottawa a sum equal to the par (9½) value of their debt they can discharge their liability in Great Britain. We fail to find any justification for this impression from our perusal even of the conflicting statements which have appeared in the daily press. The deposit of gold by the Bank of England at Ottawa was explained fully by our Ottawa correspondent in his letter in The Post of last week. That gold in the hands of the Finance Minister simply represents part of the debt of New York to London. When we say New York we mean the accumulated balance there in favor of London, England. And how this balance has been created we will endeavor to explain briefly later on.

Cost of Remitting.

Taking the case of a tradesman in Canada who has bought goods, say, in Manchester to the extent of £100 that is due in Manchester on the 4th of September. To discharge that debt there the debtor would either have to ship £100 in gold or buy credit in Manchester for that amount. If the debtor happens to have £100 in gold, he could discharge his debt by shipping the gold. This is now impracticable, and because of this, gold is to be deposited at Ottawa for account of the Bank of England.

Another way of settling that debt is by purchasing exchange on London. At the time of writing, August 20th exchange on London would cost the remitter about $5.05 for every £1. The difference between $4.88 and $5.05 for every £1 would represent about $17, or about 3½ per cent. on £100.

Cause of High Rates.

What concerns the remitter is the cause of this higher rate. In general terms the cause may be said to be the fact that Canada and the United States owe London a big account. Therefore, everybody wants to buy London funds and they are scarce. Scarcity always occasions high prices.

It may be somewhat elementary, but nevertheless, in view of the erroneous impressions just now so prevalent, it would appear to be necessary to state the cause of this huge debt which Canada and New York owes London. One of the chief reasons is that during the last week or two previous to the closing of the Stock Exchanges, particularly that at New York, a vast quantity of American securities were sold by parties in Europe to parties in the United States, and these securities have to be paid for in London. No other means being available, the debt must be discharged in gold. The next important cause for high exchange rates is the fact that wheat has been shipped in less quantity than usual from the United States, and the same applies to cotton and other commercial commodities. When trade returns covering August appear they will show a vast decline in United States exports to London. If these exports were moving under normal conditions and in normal quantity the result would be that New York's debt to London would be paid for in wheat, cotton and other commodities. When more normal conditions obtain on the sea and in England it will be possible for this continent to pay some of its debt to London by the commodities named. But we have to remember that Germany, France, Russia and other countries in the war zone obtain from the United States a huge volume of merchandise. It will be some time before these countries begin to trade again in a normal way, and in consequence it would be hazardous to prophesy as to likely changes in rates more favorable to remitters from this side of the ocean.

A Suggested Remedy.

Present circumstances are extraordinary and such as to warrant some compromise arrangements as to cost of remittances. We do not wish to infer for one moment that the creditor on the other side of the water is under obligation to help the debtor over a rough place. In view of the uncertainty of exchange rates, and the exceptional character of present conditions, we do not see any reason why the Canadian merchants should not suggest to creditors in England that debts be settled by depositing in Canadian banks a sum equal to the amount of the debt on the slightly higher basis of gold parity—say about $4.88 or $4.90 per £1 sterling. If the Canadian house did this it would have to be by arrangement with the creditor in the United Kingdom. And that arrangement would have to be concluded before maturity of the debt. In view of the extraordinary conditions, it is more than probable that importer and exporter would be willing to meet the situation by a compromise on this basis, both losing a little.

When it costs £103 or £104 to settle a debt of £100 the situation is serious, but a debt is a debt, and it may be worth while to any house having a high regard for its credit to pay the extra 3 or 4 per cent. to maintain its reputation.

CANADIAN GROCER'S WAR MARKETS.

The president of one of the most important of the wholesale grocery firms of Montreal and of Canada has expressed himself in a complimentary manner on the way in which Canadian Grocer has handled the market reports since the outbreak of the war. The market summary in particular, he says, has shown a comprehensive grasp of the situation at a time when no one was in a position to speak with any degree of certainty as to the developments of the day or hour and when the quotations of one firm were no indication of what might be charged by another. The situation he fully appreciated as a very difficult one to handle and he believed that it had been covered remarkably well under the circumstances.

Potatoes Show Decline and Lemons Lower Too

Lemons Arriving from New York to Relieve Situation — Cool Weather Affecting Fruit Sales—High Price of Sugar Curtailing Sales—Tomatoes Selling at Low Figure.

MONTREAL.

FRUIT.—During the past week there has been a noticeable falling off in the demand for fresh fruits, and for this the weather is no doubt largely responsible, there having been an over abundance of rain, followed by a distinct coolness. The general situation and elimination of anything like luxuries from many family tables no doubt also had a considerable influence. There is another reduction noted in price of lemons, which is an indication that the war scare has vanished to a considerable extent. Supplies are coming pretty freely from New York and there is reported to be plenty of shipments afloat. With cool weather coming, present prices for lemons represent a pretty sound basis in view of additional charges for freight, war risks, etc. Local and western fruits are coming freely now and there are lower prices noted for grapes, plums, peaches and pears, and the California importations are also shading off. Grapefruit are cheaper, and oranges are inclined to be a little easier with a reduction for five-case orders. The last of the blueberries are now in.

Apples—		
Dutchess, bbl.	2 50	3 00
Bananas, crate	2 00	2 50
Grapefruit, 54-64-80-96 size, case	3 50	4 50
Grapes, Cal., box	....	2 50
Grapes, Can., small basket	0 30	0 40
Lemons, Messinas—		
Extra fancy, 300 size	....	5 00
Fancy, 300 size	....	4 75
Choice, 300 size, bags	....	4 50
Limes, small boxes	....	1 25
Oranges—		
California, late Valencia, 176-200-216-250	....	3 50
California, 126-150 size, box	....	3 50
California, 5-box lots	....	3 25
California cantaloupes, per crate of about 45	....	4 50
Watermelons, each	....	0 50
Peaches, per box	1 40	1 50
Plums, per crate	1 75	2 25
Plums, Canadian, basket	0 50	0 75
Peaches, Canadian, basket	....	0 85
Pears, basket	0 50	0 99
Pears, Cal., box	3 00	3 25
Pears, Tokay, box	2 75	3 00

VEGETABLES.—Supplies are coming freely from local district and prices are a little easier with a weaker demand with the cooler weather of past few days. There is a fair demand for tomatoes and prices charged for local district stock has been somewhat reduced. There is a substantial reduction in price of potatoes and supplies are being received more freely. Lower prices are noted for mushrooms, the demand having quite evidently fallen off with the general tendency of the public to eat staple foods rather than luxuries.

Beans, wax, basket, Canadian	....	0 75
Beans, green, basket, Canadian	....	0 75
Beans, native, busbel, 17-20 lbs.	1 50	1 75
New beets, doz.	....	0 75
Cabbage, per dozen	....	0 50
Cabbage, new, per bbl.	....	2 00
Corn, dozen	....	0 25
Carrots, new, doz.	0 40	0 50
Cauliflower, native, doz.	....	1 00
Cucumbers, dozen	....	0 25
Celery, bunch	1 00	1 25
Egg plant, per dozen	2 50	3 00
Lettuce, head, per doz.	....	0 50
Curly lettuce, per box, 3 to 4 doz.	....	0 50
Mushrooms, basket, 4 lbs.	1 50	2 00
Onions—		
Spanish, per case	....	3 50
Spanish, crates	....	1 25
New Egyptian, per lb.	0 05½	0 06
Native, per doz. bunches	....	0 75
Red, 1 -lb. bags	....	2 50
Parsnips, new, per doz. bunches	....	3 00
Parsley, Canadian, per doz. bunches	0 50	0 60
Peas, native, bushel, 17-20 lbs.	1 00	1 25
Peppers, green, 3½ qt. basket	....	0 75
Potatoes—		
Montreal, new, bag	....	1 25
Montreal, new, barrel	....	2 75
Potatoes, new, sweet, Jersey, hpr.	....	2 50
Rhubarb, dozen	0 15	0 25
Spinach, Montreal, in boxes	....	0 50
Sour grass, per box	1 00	1 25
Turnips, Quebec, bag	....	1 50
Turnips, Canadian, bag	....	1 00
Tomatoes, Ontario, basket	....	0 50
Tomatoes, Montreal, box	....	0 60
Quebec, box	....	2 25

TORONTO.

GREEN FRUITS.—Canadian grapes are coming on to the market slowly. Moore's Early 6-qt. baskets sell at 25c, Concords at 20c, for which there is a big demand, and Niagaras at 20c per half basket, the quality of which is poor, having been prematurely picked. Crab apples have poor demand, 11-qt. baskets 15 to 25c. No. 1 layered and picked Duchess 11-qt. baskets 25—30c. Only demand is for fancy fruit. Common apples are plentiful and bring only 15c up. Leamington enjoyed biggest peach crop in history, and is sending them to sell 50c, though the price will likely be higher as the crop as a whole as not been too good. California peaches bring $1 to $1.10 crate. Tokay grapes sell $2.50, and are not plentiful. Malagas are scarce. Cantaloupes are plentiful, quality not so good, owing to wet weather. 11-qt. baskets bring 15 to 25c, and 16-qt. 35 to 50c. Lemons are easier, good ones bringing $6, poorer one $5. They are not selling well. The high price of sugar is affecting sale of peaches. Plums rather scarce early this week, may be more plentiful: are firm 35 to 60c basket. Flemish Beauties and Anjois are slow. Bartletts bring 30 to 50c. Clapp's Favorite are getting scarce. Blueberries are pretty well done, and are selling at old prices, $1.50 to $1.75.

Apples—		
Canadian, basket	0 15	0 30
Bananas, per bunch	1 50	2 00
Blueberries	1 50	1 75
Cantaloupes—		
Canadian, 11-qt. basket	0 15	0 25
Canadian, 16-qt. basket	0 35	0 50
Bushel basket	0 50	0 75
Cocoanuts, sack	....	3 75
Grapes—		
Moore's Early, 6-qt. bkts.	....	0 25
Malagas, case	....	2 00
Oranges—		
California, late Valencias	3 00	3 50
Lemons, Verdilla	5 00	6 00
Limes, per 100	....	1 25
Plums, Can., basket	0 35	0 60
Pears—		
Bartletts, basket	0 30	0 50
Clapps Favorite	0 25	0 40
California, box	2 00	2 50
Peaches, Can., yellow, St. Johns	....	1 00
Peaches, ⅛ baskets, fancy	0 50	0 60
Peaches, Cal., crate	1 00	1 10

VEGETABLES.—There is little demand for cabbage at 30c doz. Corn sells 5 to 8c, extra large corn bringing 8 to 10c: demand only fair. Stocks of corn are sometimes cleaned up at 5c. Been a glut of mushrooms, of poor quality, owing to wet weather. Good stock brings 60 to 75c. Large cucumbers bring 12½ to 25c; medium sized for pickling 25 to 35c; gherkins 65 to 75c. Green peppers were selling at 30c, but are now 35 to 50c. Red peppers are worth 75c. Poor tomatoes bring 15c, fancy 22½c, good average 20c. Demand good at 20c, but lots of inferior stock due to rain. Sweet potatoes new on market are worth $1.75 crate. Lots of new potatoes coming in, selling 90 to 95c. American onions, 75-lb. bags sell as low as $1.75. Sound Spanish onions worth $4 to $4.50 crate. Turnips are worth 15 to 20c basket.

Beets, Canadian, new, doz. baskets	0 15	0 20
Beans, Canadian, basket	0 25	0 35
Cabbage, Canadian, baskets	....	0 35
Carrots, Canadian, new, bag	....	0 75
Cucumbers, Canadian, basket	0 15	0 25
Gherkins	....	0 75
Celery, doz.	0 30	0 40
Corn, per doz.	0 05	0 08
Mushrooms, per lb.	0 60	0 75
Onions—		
Spanish, big crate	....	4 25
Can., 75-lb. bags	....	1 50
Green peppers, basket	0 35	0 50
Potatoes, new, Canadian, per bag	0 90	0 95
Parsley, basket, 11-qt.	0 15	0 20
Tomatoes, Canadian, basket	0 15	0 22½
Turnips, basket	0 15	0 20
Sweet potatoes, crate	....	1 75

WINNIPEG.

GREEN FRUITS.—Though all lines, even lemons, have been put upon a lower price level, the fact yet remains that the volume of business being done is not as good as could be wished. There is no doubt that much of this can be attributed to the general feeling that this is the time to economize.

Crab apples have come on the market this week, being quoted from $1.25 to $1.50 per box. Lemons have fallen off, partly from the fact that they were too high before to sell. There does not seem to be any real change in the market. Pears alone have tended to advance in price, being generally quoted at $2.50.

Apples—		
Washington	....	1 50
Crabapples, box	1 25	1 50
Bananas, lb.	....	0 04¼
Lemons—		
California	....	8 50
Messina	....	7 50
Oranges—		
California Valencias	....	4 00
Peaches, fresh, Cal.	....	1 00
Plums, fresh, Cal.	....	1 25
Pears	....	2 50

VEGETABLES.—Practically no change has been noted here. For tomatoes, potatoes, etc., there has been good demand. Practically all the stock being sold is local.

Head lettuce, Minnesota, hampers	....	3 50
Head lettuce, Cal., crate	....	4 50
Onions—		
Cal., 100-lb. sacks	2 25	2 50
Parsley, per doz. bunches	....	0 40
New potatoes, per bush.	....	1 20
Tomatoes, Ont., basket	0 50	0 60

Rolled Oats Prices Have Again Advanced

The Reason is That Oats Are Much Higher Than Before the War —Flour Situation Firm Since Advance of Last Week, but no Further Rise—Mill Feeds Strong, Despite Good Pasturage.

MONTREAL.

FLOUR.—On advance of a week ago market continues very firm. With the development of war situation in Europe and the prospects of extent of hostilities spreading further, position of cereals develops strength, and the outlook is certainly for higher rates than lower prices. The export business at the moment is largely composed of shipments on Government gift, but prices are in line for heavier consignments just as soon as conditions are adjusted in domestic trade. The output is largely being devoted to deliveries on orders placed with the first rush, but at the same time fact that transportation facilities are being improved is a constant factor in firming up of the whole situation. The fact that one of the big milling concerns of Canada was at one time 1,200 cars behind their output in domestic orders gives some idea of the demand following the outbreak of the war. The price of wheat continues to advance, and millers are taking the stand that the main factor in the advance of prices is the farmer, who is holding his wheat and forcing the prices up. The demands of the trade make it necessary that the mills should operate, and they have to pay the price for the grain.

Manitoba Wheat Flour—		Per bbl.
First patents	....	6 70
Second patents	....	6 20
Strong bakers'	....	6 00

Flour in cotton sacks, 10 cents per barrel more.

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	6 35	6 60
90 per cent.	6 00	6 20
Straight roller	5 80	6 00
Blended flour	5 85	6 35

CEREALS.—The price of oats is advancing with great rapidity, and is now something like 65c, as compared with 49c before the war. The result naturally has been noted in cereals market, and it is hard to forecast to what extent prices may rise before end of war. Rolled oats are now being quoted at $3.12½ by the mills, and the price is as high as $3.50 in the trade. Cornmeal has gone up to $2.45.

Cornmeal—		Per 96-lb. sack.
Kiln dried	2 45	2 75
Softer grades	2 20	2 35
Rolled Oats—		90's in jute.
Small lots	3 12½	3 50
25 bags or more	3 02½	....

Rolled oats in cotton sacks, 5 cents more.
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.

Rolled Wheat—	100-lb.	bbls.
Small lots	....	3 50
Hominy, per 98-lb. sack	....	2 70

MILL FEEDS.—Situation for mill feeds remains very firm, despite fact that mills are operating at capacity, and in this department as for flour the grinders are away behind in their orders. Feed flour and mixed chop have each been advanced $2 the ton.

Mill Feeds—	Car lots,	per ton
Bran	....	25 00
Shorts	....	27 00
Middlings	29 00	30 00
Wheat moulee	....	30 00
Feed flour	35 00	38 00
Mixed chop, ton	....	38 00
Crushed oats, ton	....	36 00
Barley, pot, 98 lbs.	3 00	4 00
Oats, chop, ton	....	36 00
Barley chop, ton	....	36 00

TORONTO.

FLOUR.—Prices are the same. Wheat market has been rising and falling continually, latest reports indicating more easiness. Flour prices are high in comparison with other years, but not unduly so in view of the war situation. The demand for domestic trade is steady, and there has been a considerable falling off since the rush of a month ago. The mills will be in a better position to fill orders in a couple of weeks or so. Only present requirements are being supplied. Prospects of peace in Europe might ease the market a little.

Manitoba Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
First patent	6 80	6 60
Second patent	6 30	6 10
Strong bakers	6 10	5 90

Flour in cotton sacks, 10c per bbl. more.

Winter Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
Fancy patents	5 50	5 30
90 per cent.	5 10	4 90
Straight roller	5 00	4 80
Blended flour	5 35	4 95

CEREALS.—Package rolled oats have advanced 30c per case, but this is slight compared with the advance which has taken place in bulk. Shipments have been good, and these people inclined to store up have now an opportunity. The market is strong, and prices are firm.

Barley, pearl, 98 lbs.	....	5 00
Buckwheat grits, 98 lbs.	5 50	6 00
Corn flour, 98 lbs.	2 50	3 00
Cornmeal, yellow, 98 lbs.	2 65	2 75
Graham flour, 98 lbs.	3 00	3 30
Hominy, granulated, 98 lbs.	....	3 00
Hominy, pearl, 98 lbs.	....	3 00
Oatmeal, standard, 98 lbs.	....	3 63
Oatmeal, granulated, 98 lbs.	....	3 63
Peas, Canadian, boiling, bush.	....	3 00
Peas, split, 98 lbs.	....	5 00
Rolled oats, 90-lb. bags	3 50	3 70
Rolled wheat, 100-lb. bbl.	3 80	4 00
Rye flour, 98 lbs.	....	3 50
Wheatlets, 98 lbs.	....	4 00
Whole wheat flour, 98 lbs.	....	4 00

MILL FEEDS.—Supply appears limited, all chops being scarce. Either the oat crop is not up to average size or new crop is late in coming forward. One of these is responsible for scarcity, probably the latter. Improvement in pasturage, due to excessive rains, has not reduced the demand for feeds.

Mill Feeds—	Mixed cars,	per ton
Bran	25 00	27 00
Shorts	27 00	29 00
Middlings	29 00	31 00
Wheat moulee	....	30 00
Feed flour, per bag	....	1 60

WINNIPEG.

FLOUR AND CEREALS.—While no further price change has been made since the 30c advance of last week, the wheat market is exceedingly firm, with the result that millers are expecting still higher quotations. The same is true of oats, and almost any time higher prices on oatmeal and rolled oats may have to be struck. The demand for these lines is heavy.

Manitoba Wheat Flour—		Per bbl.
First patents	....	6 40
Second patents	....	5 80
Strong bakers'	....	5 10
Cereals—		
Rolled oats, per 80 lbs.	....	2 80
Oatmeal, fine, standard and gran'd, 98 lbs	....	2 80

GETTING AFTER TRANSIENTS.

Supported by a very strong contingent of the Retail Merchants' Association, J. F. Bole, M.L.A., Regina, Sask., appeared before the City Council recently to ask it to take steps to prevent transient traders from selling alleged bankrupt stocks in the city, or at any rate to make it as difficult as possible for these gentlemen to do business here. The deputation was preceded by a petition setting forth the reasons for the request.

Mr. Bole's remedy, as outlined by himself, is for the city to charge a license fee which would be practically prohibitory, as was done in the case of circuses prior to the annual exhibition, but the city solicitor stated that it would be illegal to assess a license which would prohibit anyone from coming in and doing business.

Mayor Martin assured the delegation that this question would receive the earnest consideration of the health and public safety committee, and informed them that a by-law which might serve the purpose was already being drafted.

Prices of some lines of matches have advanced.

One of the Canadian tea packers has decided to discontinue trading in green teas and has withdrawn them all from the market.

P. G. Donald, representing a syndicate of British business men, is in Canada to interest Canadian manufacturers in getting after trade in Great Britain formerly secured by the Germans.

A hatful of hot air might weigh as much as a bullet, but you can't shoot it through an oak plank.—Sheldon.

Oysters More Plentiful; Fish Sales Good

Oysters in Bulk Wholesaling in Toronto at from $1.65 to $2.10—Haddock Higher, Due to Scarcity — B. C. Salmon, Lake Trout, Doree, Mackerel and Others Lower.

MONTREAL.

FISH AND OYSTERS.—The opening of the oyster season found the demand fair to good, although there was not the interest displayed for Malpeques that is usual, and for this general conditions are no doubt responsible. For northern bulk oysters, which came on Wednesday of last week for opening of season, the demand was good. Prices for Malpeques were same as usual, $12 the barrel, while the prices for bulk compared very favorably with a year ago, being somewhat easier if anything. However, as yet the quality is only fair, and there will be a firming of the quotations after a few weeks.

For fish the demand is about normal, and the supplies are coming in very freely. Haddock have been scarce during the week, and the result has been the strengthening of the price 1c lb., while on the other hand, heavy supplies accounted for reductions of 1c on B. C. salmon, whitefish, lake trout, bluefish, doree, mackerel and swordfish. The codfish market is very strong, and the prices which may be looked for are on the basis of $8.25 the cwt. for skinned codfish, as compared with $7, which was the former quotation; a higher price by 1c lb. is also noted for steak cod. Dealers are looking forward to an improvement in the fish business next week, when there are two fast days in addition to the usual Friday demand.

TORONTO.

FISH AND OYSTERS.—Stocks are improving a little faster than was expected, and supplies will be ample from now on. The statement made last week that stocks are a little late is correct, but last year was an exceptionally good season. Shells are bringing $8.50 per barrel up, and opened oysters $1.65 to $2.10, depending on quality and size of package.

Trout is coming in fairly well, and has immediate sale. Halibut supply is ample, but practically no whitefish. There is plenty of frozen whitefish to take the place of fresh, selling for 10c. Trout brings 12c, and is of elegant quality. B. C. salmon is up to 18c, and fresh eels are now bringing 10c.

FRESH FISH.

	Montreal	Toronto
Halibut, fancy, express, per lb.	0 11	0 12
Haddock, fancy, express, lb.	0 05	0 07
Steak cod, fancy, express, lb.	0 07	0 08
Market cod, per lb.	0 05	....
Flounders, fancy, express, lb.	0 07	0 08
Gaspe salmon, per lb.	0 17	....
B. C. salmon	0 16	0 18
Chilled salmon	0 15	....
Buck shad, fancy, express, each	0 30	....
Roe shad, fancy, express, each	0 60	0 80
Dressed bullheads, per lb.	0 10	0 10
Brook trout, per lb.	0 30	..
Whitefish, per lb.	0 12	0 12
Lake trout, per lb.	0 12	0 12
Bluefish, per lb.	0 12	0 12
Herrings, per 100 count	1 50	1 75
Herring	....	0 07
Dore, per lb.	0 12	0 12
Mackerel, per lb.	0 10	....
Swordfish	0 11	0 12
Striped bass, per lb.	0 15	0 15
Pike, per lb.	0 08	0 08
Perch, per lb.	0 05	0 07
Sea bass, lb.	0 10	0 12
Carp	0 08	....
Eels	0 08	0 10

SMOKED FISH.

	Montreal.	Toronto.
Haddies, per lb.	0 08	0 08
Haddies, 15-lb. and 30-lb. boxes, lb.	.07½-.08	.08-.09
Haddies, fillets, per lb.	.11	.12
Haddies, Niobe, boneless, per lb	.10	...
St. John bloaters, 100 in box	1.20	1.20
Yarmoutb bloaters, 60 in box	1.20	1.20
Smoked herrings, medium, box	.16	...
Smoked boneless herrings, 10-lb. box	1.20	...
Kippered herrings, selected, 60 in box	1.20	1.25
Kippered herrings, ordinary, 60 in box	1.10	1.20
Smoked salmon, per lb.	.25	.23
Ciscoe herrings, basket of 15 lbs.	1.75	1.80
Smoked eels	.12	.10
Smoked halibut	...	.20

FROZEN FISH—SEA FISH.

	Montreal.	Toronto.
Salmon—Gaspe, large, per lb.	....	.12
Salmon, red—steel beads, per lb.	.12-.13	.12-.13
Salmon, red—sockeyes, per lb.	.10-.11	.11
Salmon, red—Coboes or silvers, lb.	.10	.11
Salmon, pale qualla, dressed, per lb.	.07-.07½	.08½
Salmon, pale qualla, dressed, per lb.	.07-.07½	.06½-.09
Halibut, white western, large and medium, per lb.	.07½-.08	.09
Halibut, eastern chicken and medium, per lb.	.09	...
Mackerel, bloater, per lb.	.07-.08	.09
Haddock, medium and large, lb.	.05½-.06	.07-.08
Market codfish, per lb.	.05-.05½	.07-.08
Steak codfish, per lb.	.06½-.07	.09
Canadian soles, per lb.	.08	...
Blue fish, per lb.	.16-.17	.15

FROZEN—LAKE AND RIVER.

White fish, large, per lb.	.10-.11	.10-.11
White fisb, small tullbees, per lb.	.06½-.07	.06½
Lake trout, large and medium, lb.	.11-.12	.12
Dore, dressed or round, lb.	.09-.10	.09-.10
Pike, dressed and beadless, lb.	.06½-.07	.06
Pike, round, per lb.	.06-.06½	.07-.08

PICKLED FISH.

Salmon, Labrador, tierces 300 lb.	21 00	....
Salmon, Labrador, bbls., 200 lbs.	15 00	....
Salmon, Labrador, half bbls., 100 lbs.	8 00	....
Salmon, B.C., bbls.	15 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lb.	12 00	....
Sea trout, Labrador, bbls., 200 lb.	11 50	....
Sea trout, Labrador, half bbls., 200 lb.	6 50	....
Mackerel, N.S., bbls. 200 lb.	12 00	....
Mackerel, N.S., half bbls., 100 lb.	7 00	....
Mackerel, N.S., palls, 20 lb.	1 75	....
Herrings, Labrador, bbls.	6 00	....
Herrings, Labrador, half bbls.	3 50	....
Herrings, Nova Scotia, bbls.	6 00	....
Herrings, Nova Scotia, half bbls.	3 25	....
Lake trout, half bbls.	..	8 00
Quebec sardines, bbls.	5 00	....
Quebec sardines, half bbls.	2 75	....
Tongues and sounds, per lb.	0 10	....
Scotch herrings, imported, half bbls.	8 00	....
Holland herrings, imp'ted milkers, hf bbls	7 00	....
Holland herrings, imp'ted milkers, kegs.	0 85	....
Holland herrings, mixed, half bbls.	7 00	....
Holland herrings, mixed, kegs	0 75	0 65
Lochfyne herrings, box	1 35	....

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb	7 50	7 50
Dried hake, medium and large, 100 lb.	7 00	....
Dried pollock, medium and large, 100 lb.	7 00	....
Dressed or skinless codfish, 100-lb. case.	8 25	7 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs per lb.	0 08	0 08
Boneless codfish, 4-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 30-lb. boxes	0 10	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, ½-lb. each, a box	1 80	1 80
Boneless codfisb, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standards, solid meats, gal.	1 80	....
Standards, ordinary, gal.	1 50	....
Selects, per gal.	2 00	....
Best clams, imp. gallon	1 50	....
Best scollops, imp. gallon	2 00	....
Best prawns, imp. gallon	2 00	....
Best shrimps, imp. gallon	2 25	....
Sealed best standards, quart cans, eacb	0 35	....
Sealed best select, quart cans, each	0 45	....

OYSTERS, CLAMS, MUSSELS AND SHELL FISH. CRUSTACEANS, ETC.

Oysters, per gal.	1 65	2 10
Cape Cod shell oysters, per bbl.	12 00	...
Malpeque, shell oysters, selected J.A.P., per bbl.	10 00	....
Malpeque, sbell oysters, C.C.I., bbl.	12 00	....
Clams, per bbl.	7 00	....
Mussels, per bbl.	6 00	....
Live lobsters, medium and large, lb.	0 25	....
Boiled lobsters, medium and large, lb.	0 16	....
Soft shelled crabs, doz.	....	....
Winkles, busb.	....	....
Little Necks, per 100	....	....

WAR AND CONTRACTS.

Liability of the Seller Whose Contract Is Not Covered by Clause Regarding War, Etc.

Dealing with the effect of war on contracts, a London, England, trade paper says:—

"We have received during the past ten days an enormous number of inquiries with reference to the effect of the war upon commercial contracts, and it is obvious that it will be of service to the general body of our readers if we endeavor to state what is the legal effect with reference to existing contracts. Contracts which contain a provision with reference to war, strikes, or other force majeure, are of course upon a different footing from those contracts which contain no such provision. Dealing first with contracts which contain no force majeure clause it may be stated definitely and positively that sellers are legally liable to carry out such contracts and that in the event of their not being carried out the buyer would have his remedy in damages against the seller. The amount of these damages would be the difference in price which the buyer would have to pay for the goods if he succeeded in obtaining supplies elsewhere, and in cases where it is not possible to buy against the seller, and thus settle the amount of damages, the buyer would be entitled ultimately to recover from the seller damages in the shape of loss of the profits which he would have obtained if the contracts had been carried out. This represents the legal position as between the parties to such contracts, but the present position is absolutely unprecedented in the commercial world, and it will have to be recognized by both parties to such contracts that there must be "give and take" on both sides. It may safely be predicted that standing upon strict legal rights in existing circumstances will not be encouraged either by the courts or by public sentiment."

Firmer Butter Market; Provisions are Steady

Butter up a Cent in Montreal, and at Same Time Exports Are Small—High Prices Paid for Hogs—Eggs Are Higher Again, Going up 2c in Quebec—Cheese Still Advancing.

PROVISIONS.—The provision market continues firm on general conditions but in the local market demand is weaker with cooler weather and general tendency on the part of the public to demand cheaper food. Lard continues firm in view of the high prices being paid for pork.

Hams—	Per lb.	
Medium, per lb.	0 19	0 20
Large, per lb.	0 18½	0 19
Backs—		
Plain, bone in	....	0 24
Light, per lb.	....	0 22
Boneless	....	0 26
Peameal	....	0 27
Bacon—		
Breakfast, per lb.	0 18	0 19
Roll	....	0 17
Shoulders, bone in	....	0 15
Shoulders, boneless	....	0 16½
Cooked Meats—		
Hams, boiled, per lb.	....	0 29
Hams, roast, per lb.	....	0 29
Shoulders, boiled	....	0 27
Shoulders, roasted	....	0 28
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	....	0 15½
Long clear bacon, 80-100 lbs.	....	0 14½
Flanks, bone in, not smoked	....	0 15½
Barrelled Pork—	Per bbl.	
Heavy short cut mess	....	0 32
Heavy short cut clear	....	0 32
Clear fat pork	....	31 00
Clear pork	....	30 00
Lard, Pure—	Per lb.	
Tierces, 50 lbs. net	....	0 13¾
Tubs, 50 lbs. net	....	0 14½
Boxes, 50 lbs. net	....	0 14
Pails, wood, 20 lbs. gross	....	0 14¼
Pails, tin, 20 lbs. gross	....	0 13¾
Cases, 10-lb. tins, 60 in case	....	0 14½
Cases, 3 and 5-lb. tins, 60 in case	....	0 14¾
Bricks, 1 lb., each	....	0 15
Lard, Compound—		
Tierces, 375 lbs., net	....	0 10¾
Tubs, 50 lbs., net	....	0 11
Boxes, 50 lbs., net	....	0 11
Pails, wood, 20 lbs., net	....	0 11¼
Pails, tin, 20 lbs., gross	....	0 11¼
Cases, 10-lb. tins, 60 in case	....	0 12
Cases, 3 and 5-lb. tins, 60 in case	....	0 12
Bricks, 1 lb. each	....	0 13
Hogs—	Per cwt.	
Dressed, abattoir killed	14 00	14 50

BUTTER.—An advance of 1c lb. is noted this week, which is due to the general firmness of foodstuffs. There is nothing being done at the present in the way of export; in fact it is feared in some quarters that unless there is an increased production this fall, which may be encouraged by the copious rains and fine condition of the pastures, that another season may see the necessity for importation.

Butter—		
Finest creamery, new milk	0 30	0 31
Dairy butter	0 24	0 25

CHEESE.—Statistics of the cheese trade show a shortage on both sides of Atlantic of about 150,000 boxes, and there have been substantial advances in the prices—a fraction on the new and a full cent on old, which is now on the same basis as Stilton. Situation is very unsettled, and it is difficult to foretell the future with any degree of certainty, but it looks like higher prices.

Cheese—		
New make	0 16	0 16½
Old specials, per lb.	....	0 18
Stilton	....	0 18

EGGS.—The demand at points of receipt for higher prices for eggs has had effect of a substantial advance in prices. To the trade there has been an advance of 2c for new laids, 1c for selects and 1c for No. 1, while for splits the old figure remains.

Eggs, case lots—		
New laids	....	0 32
Selects	....	0 29
No. 1s	....	0 26
Splits	0 20	0 22

HONEY.—Demand for honey is just fair and there is a little more interest noted in the new supply. Prices are unchanged.

	White Clover per lb.	Buckwheat per lb.
Honey—		
Barrels	0 11½	0 08
Tins, 60 lbs.	0 12	0 09
Tins, 30 lbs.	0 12½	0 10
Tins, 5 and 10 lbs.	0 12½	0 10
Comb, 13-14 oz. section	0 19—0 20	0 15—0 16

POULTRY.—Demand for poultry is not strong and the result has been that receipts have been light on the lower prices being paid; where there is not supply to fill the demand frozen stocks are being pushed, thus maintaining the lower level. Milk-fed chickens are an exception, this stock being in better demand on account of the improvement in size.

POULTRY.

Fresh Stock—	Live.	Dressed.
Broilers, per lb.	0 12—0 15	0 15—0 20
Ducks, milk fed	0 12—0 13	0 14—0 15
Fowl	0 13—0 15	0 16—0 18
Geese	....	0 15—0 16
Turkeys, spring	....	....—0 23
Turkeys, old Tom	....	....—0 23
Milk fed chickens, lb.	0 18—0 20	0 23—0 24
Milk fed broilers, lb.	....	0 25—0 28

TORONTO.

PROVISIONS.—The market has been fluctuating rather wildly of late, but is now steadier, prices remaining about the same as last week. Exhibition business is good, and the return of visitors from summer resorts has had a beneficial effect on city demand. Light and medium hams are selling at about the same price —20 cents. Boiled hams are quoted 28½ to 29c, and the same for roast. Breakfast bacon brings 20½to 21c, and large clear 14¾ to 15c. The lard market remains firm.

Hams—		
Light, per lb.	0 20	0 20½
Medium, per lb.	0 20	0 20½
Large, per lb.	0 18	0 19
Backs—		
Backs, per lb.	0 24	0 25
Boneless, per lb.	0 25	0 26
Pea meal, per lb.	0 25	0 26
Bacon—		
Breakfast, per lb.	0 20½	0 21
Roll, per lb.	0 15½	0 16
Shoulders, per lb.	0 14½	0 15
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 14¾	0 15
Cooked Meats—		
Hams, boiled, per lb.	0 28½	0 29
Hams, roast, per lb.	0 27	0 28
Shoulders, boiled, per lb.	0 23	0 24
Shoulders, roast, per lb.	0 23	0 24
Barrelled Pork—		
Heavy mess pork, per bbl.	26 00	28 00
Short cut, per bbl.	30 00	32 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 13	0 13½
Tubs, 60 lbs.	0 13¼	0 13½
Pails, 20 lbs., per lb.	0 13¾	0 14
Tins, 3 and 5 lbs., per lb.	0 14	0 14½
Bricks, 1 lb., per lb.	0 14¾	0 15½
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 10	0 10½
Tubs, 50 lbs., per lb.	0 10¼	0 10¾
Pails, 20 lbs., per lb.	0 10½	0 11¼
Hogs—		
F.O.B., live, per cwt., off car	....	9 75
Live, fed and watered, per cwt.	....	10 10
Dressed, per cwt.	14 50	15 00

BUTTER.—Market dull, but firm. The amount made should increase during the next two weeks with the excellent pasturage. Prices are generally pretty high at this time, but should not go higher than quoted. Creamery prints can be secured for 29 to 30c, but are generally quoted 30 to 31c. Separater prints bring 27 to 29c, and dairy 26c.

Butter—		
Creamery prints, fresh made	0 30	0 31
Separator prints	0 27	0 29
Dairy prints, choice	0 26	0 27
Dairy, solids	0 22	0 24
Bakers	0 18	0 20

CHEESE.—Market ½ cent stronger, due to cable demand from England and scarcity. There is a shrinkage of 20 per cent. in the make of cheese this year, and the war has taken quite a lot. Old cheese is pretty well off the market. Large are quoted 16½ to 16¾c, and twins 16¾ to 17c.

Cheese—		
Old, large	0 17	0 17¼
Old, twins	0 17¼	0 17½
New, large	0 16½	0 16¾
New, twins	0 16¾	0 17

EGGS.—A scarcity is claimed in some quarters, and a disposition to raise the price. Others say there seems to be little warrant for it, as eggs are fairly plentiful, and while the market cannot be called easy, there is no shortage. The demand is fair all round. New laid bring 28 to 30c, and straights 27c.

	Per dozen.	
Eggs, case lots—		
Strictly new laid, in cartons	0 28	0 30
Selects	0 26	0 28
Straights	0 24	0 27
Trade eggs	0 20	0 21

HONEY.—Up to the present, wholesalers have not been over anxious to handle new honey at the prevailing price. There is very little in yet, and it is inclined to be dark. What is being offered is mostly last year's crop, which is of better quality than this year's. The flavor of the new honey is mixed, the bees having secured it from a variety of sources. Prices are up 2c above those quoted last week.

Honey—		
Clover honey, bbls., per lb.	0 11	0 11½
60 lb. tins	0 12	0 12½
20 lb. tins	0 12¼	0 12½
10 lb. tins	0 12½	0 13
5 lb. tins	0 12½	0 13
2½ lb. tins	0 13	0 13½
Comb	3 00	3 50

POULTRY.—The demand improved during exhibition week, due to the more business being done at the hotels. Demand chiefly for good sized spring chickens. Quite a lot are coming in.

Fresh Stock—	Live.	Dressed.
Fowl	0 12	0 14
Spring chicken, lb.	0 14	0 18
Turkeys, young	0 15	0 18
Turkeys, old Tom	0 13	0 15
Ducklings	0 12	0 14

WINNIPEG.

PROVISIONS.—This market is devoid of features. Various products are strong, but no advances have as yet been struck. The demand here is heavy.

Cured Meats—		
Hams, per lb.	....	0 22
Shoulders, per lb.	....	0 15
Bacon, per lb.	....	0 25
Long clear, D.S., per lb.	....	0 14
Mess pork, bbl.	....	28 00
Lard—		
Tierces	....	0 11
Tubs, 60s	....	6 75
Pails, 20s	....	2 32
Cases, 5s	....	6 97
Cases, 3s	....	7 05

BUTTER.—No change has taken place during the week, but since current supply has stopped, and since B. C. is ordering from this district more largely than in the past, it is generally felt there will have to be an advence.

Butter—		
Creamery, Manitoba	....	0 29
Dairy	0 19	0 24
Cooking	0 12	0 16

CHEESE.—While prices remain as last week, it is believed the demand will necessitate slightly higher quotations before long.

Cheese—		
New, large	....	0 16½
New twins	....	0 17

EGGS.—As with butter and cheese, the impression is that an upward movement may be expected here. None has been struck as yet.

Eggs, extra first	....	0 20
Checks	....	0 12
Extra, in cartons	....	0 24

Cheap Tea Dearer in Long Run than Good Grades

Dollar's Worth of 45-Cent Tea, for Instance Will Go as Far as Same Value of 35-Cent, and Flavor is Better—Good Tea Has Not Gone Up as Rapidly as Cheaper Varieties—Fixed Charges Same on Each.

Specially Prepared for Canadian Grocer.

TEA is flavor not tea leaves. Flavor is the big difference between good and poor tea—in many cases between the 30c, 35c teas and the 45c tea. If the grocer will endeavor to impress upon the customer this important point in connection with tea there will be more sales of better grades. The fact that people buy tea indicates that they appreciate tea flavor; this in itself is something to work on—try selling them more flavor.

And not only does the more expensive tea give the better flavor but in practically every case the grocer is safe in guaranteeing that the customer will get as much tea dollar for dollar from the 45c varieties as from the cheaper kinds—that a dollar's worth of 45c tea will make just as many cups of equal strength as a dollar's worth of 35c tea. This is based upon quality and quality goes with flavor.

Pickling and Selection Important.

There are good reasons why flavor and quality cannot be had in the cheaper teas as compared with the higher priced. It is not so much a question of the country in which they are grown so much as of picking and selection. Teas in almost every case are grown in hilly countries, and there is a great difference between the high grown and the low grown. As any Canadian knows there is a great difference between the quality of an apple grown in a moist, mild atmosphere and one grown in a climate where the air is clear and fall nights frosty; between the quality of wheat grown in the warmer localities compared with that raised where early frosts are dangerous—and it is much the same with teas, the difference being in the elevation and the varying atmospheres.

The elevation is a big factor in deciding the flavor; then too there is the matter of grading. There are first and second leaves, the difference being between the fine tender leaves and the larger and coarser ones. Cheap teas are either low grown varieties of weak flavor, or the seconds of the pickings of the high grown product.

Cheap Teas are Dearer.

It is no paradox to say that cheap teas have been dear for a number of years. Since 1907 when teas began to go up in price, it has been noted that while there has been an increase of 6 or 7c. a pound in the cheap varieties, there has only been an increase of about 2c. in the better pickings. Bring this point home to the customer. The person who buys cheap tea to-day — at the price paid a few years ago—is geting 12 or 13c less in value for their money as compared with 7c less in value received by the person paying the higher price—the conclusion is obvious.

TRITE TEA TALKS.

Cheap teas have advaneed in price 12 to 14c a pound in seven years, compared with 7c in more expensive varieties—the conelusion is obvious.

Users of cheap tea are paying as much for packing and as much for freight and handling as the users of better tea — eustomers would rather pay for tea than for packing charges.

There is as much differenee between high and low grown teas as between a Southern apple and one of Nova Seotia—tea is flavor, not so much leaves; tell your eustomers about flavor.

Fixed Charges the Same.

Here is another point. When a customer pays 35c for a pound of tea, he or she is paying just as much freight, just as much for the packing and just as much for the handling as in purchasing the better quality—there are certain fixed charges on a pound of tea which must be practically the same no matter what the selling price is fixed at. To get definitely at these figures would be impossible for the transportation rates from different countries are different and vary at different times of the year. For illustration, let us put the freight and packing at 5c per lb. in normal times. We find that this charge on a 30c tea is 16 2-3 per cent. as compared with 12 1-5 per cent. on the 40c. tea, and the difference between teas of greater contrast in prices would be even more marked.

These are some features of the tea business and the relation of the cheaper and the dearer teas which should have the attention of the tea salesman. Those customers who can be brought to an appreciation of tea quality and to the use of the better tea will generally be found willing to pay the price. The difficulty with a great many people is that in tea they see tea leaves and not flavor—to them there is no difference so long as there is the bulk. In buying teas they could make no greater mistake and the grocer can be a great influence in educating them to an appreciation of what tea quality means.

The "Hump" of the Hamilton Grocers

Many Novel Contests Put on and Prizes are Unique—Two Ball Contests With Some Heavy Scoring.

Hamilton, Ont.—Every autumn the Hamilton Retail Grocers' Association treat themselves and their Brantford friends to a little outing which goes under the official name of "The Hump." Owing to the rather upset conditions attributable to the hostilities in Europe, the outing this year was on a smaller scale than usual. Nevertheless the grocers had a good time. Their destination was the Dundas Driving Park and with a couple of ball games and several other contests a good lively afternoon was spent. About a hundred members of the trade were present.

The scores in the ball game indicate that a good many circuits of the diamond were made, and it is safe to say that the liniment bottle that has reposed on the shelf since the picnic at the Falls was again brought into requisition. The first encounter resulted in a score of 28 to 23, and the second 27 to 22. The players in No. 1 skirmish were: Winners—J. L. Brown, Hilton, Rattenburg, Sullivan, Eaton, Henderson, Hendry, E. A. Young, and Venator. Losers—Cann, Semmens, Knox, Hutcheson, White, Blain, Cummings, Aute and Arthur.

No. 2: Winners—E. C. Jamieson, Tate, Vaughan, Morrow, Lawrie, Michael, Smith, W. Smye, and Wilson. Losers—Hausuld, J. Young, Hughson, J. Burns, Martin, Copple, Bay Hill, D. K. Clarke and Jno. Kew.

In addition to the ball games there was a ten-mile race, a wheel-barrow race, throwing the ball through the horse-collar, swatting the bottle, putting the shot, and several other novelties. The marathon winners were G. H. Hausuld, E. F. Henderson and Ed. Hilton. E. H. Young and J. Michael won the barrow contest, with E. F. Henderson and M. Sullivan second, and J. Knox and W. Smith third. The straight shots in the horse collar throwing were J. Venator, Eric Jamieson and W. Eaton. Jas. Burns was the hero in "swatting the bottle," with E. H. Young and Jno. Forth second and third, but in "putting the spot," length counted, and Jack Knox won. Following him up were W. Smith and W. Eaton. A box of complexion powder and an egg shampoo will be handed out to the two winners. (These prizes were no doubt selected by Bay Hill.) M. Semmens captured the rattle in the 100-yards dash; E. F. Henderson won a set of blocks and G. H. Hausuld became the proud possessor of a sail boat by making the post third.

J. M. Semmens and E. H. Young were the winners of the three-legged contest and J. L. Brown and G. H. Hausuld second. But it remained for E. F. Henderson and M. Sullivan to carry away the pick of the prizes by running third. It was a "Cum Back Ball." A spinning top, fancy silk hose and a horn were the prizes J. Knox, J. Wilson (Dundas) and Tait received for long distance ball throwing. It seemed, however, too bad that the rocking-horse and a pair of fancy silk hose could not have been distributed among the tug of war winners. The teams were so well matched that neither side could budge an inch. J. A. McIntosh was judge of the games.

The tin-type man was on the ground, as usual, but it is to be regretted that the pictures are not sufficiently good for reproduction. Otherwise some interesting scenes of the "party" would have been revealed. During the evening there were songs, music, speech and story. Jno. Kew and Jas. Burns, of Brantford, Ald. Ellis of Hamilton, and Bay Hill, J. L. Brown and J. Kirkpatrick all "gave their testimony," as the prayer meting correspondent would say. An enjoyable luncheon punctuated the proceedings.

London Grocers Picnic at Springbank

Annual Early Autumn Function Attended by About 5,000 People—Many Humorous Contests —Visitors from Brantford and Toronto.

London, Sept. 10.—(Special.)—Nearly five thousand people attended the tenth annual picnic of the Retail Grocers' Association at Springbank Park last week. It rained all day previous to the picnic, and Wednesday morning, although the sun shone bright at times, the dark clouds would blacken the sky occasionally, but as President Adam Palmer puts it, "The prayers of the righteous availeth much," so the day was warm and bright—in fact, ideal for an outing.

The sports were all good, and created a lot of amusement. The tug of war between a picked team of the grocers north and south of Dundas Street, was won by the south side, captained by President A. W. Palmer. Geo. Ecclestone's north side team won one pull out of three. Perhaps the most amusement was caused by the boxing match between "Scotty" McEwen and "Jack" Kilroy. They scrapped five two-minute rounds, until Jack Kilroy was "knocked out." J. T. May was seconds for Kilroy and E. J. Ryan acted for the winner. D. W. Clark, of Toronto, was timekeeper. The boxing in barrels was also a fun maker.

The Scotch and Irish dancing in costume brought forth eight entries. They were all so good, the judges had a hard time to decide, so they all got prizes.

The baby show brought forth seventy-five entries. The judges were bewildered, but stuck to their task, and as usual had to content some of the mothers. However, the committee were armed with consolation prizes for everybody. The judges were W. J. Mellen, Brantford; D. W. Clark, Toronto, and A. D. McLean, manager of the Bank of Commerce, London.

The Grocers' 100 yard dash was a big surprise. Jack May won first prize, 100 lbs. granulated sugar. The boys were figuring all week that Cyril Hayes or Geo. Ecclestone would take the sweets. They never thought of an old-time ball player like Mr. May. Charlie Ross won second, a case of jam, and Dan Carter, third, a box of soap.

There were races for grocers' wives, feminine grocery clerks, and other grocery clerks, grocery drivers and grocery travelers, and they were all well contested. The dance in the pavilion in the evening was a huge success; 160 couples paid admission. W. J. Mellen, Miss Mellen and Miss Patterson, of Brantford, were welcome visitors; also "Dave" Clark, of Toronto, who took an active part in the baby show and boxing match. The committee responsible for the success of the picnic were President Adam Palmer, Treasurer Thos. Shaw, Secretary Harry Harley, J. W. Eedy, Geo. H. Ellis, Geo. Ecclestone, Gordon Drake, J. A. McFarlane, J. T. May, H. P. Rosser, H. R. Hooper, Alfred Cave and Frank Paul. E. J. Ryan was chairman of the sports committee, and Gordon Drake, chairman of the refreshment committee.

The committee feel elated over the success of the affair.

WANT RENTS LOWERED.

Petitions are being circulated among the retail merchants of Winnipeg which will be presented to the rental agents, and which ask for an immediate and substantial reduction in rents. Other petitions are being circulated for the reductions of house and suite rents.

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Established 1886.

Only Weekly Grocery Paper Published in Canada.

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THE CONSUMER INDITED

DAILY PAPERS STILL talk in enigmatic terms about "war" prices but without pointing to a single specific case where prices have been raised without cause. They continue to prate on "excessive charges" and hint that if reform is not immediate the Government "bogie-men" will get the offenders, presumably the retailers. These baseless and grossly unfair insinuations against honest men are doing much to lower the reputation of the grocery trade, and if at all possible a stop should be placed against them.

Shortly after the war broke out an inquiry was begun in New York city to determine the cause of what appeared to be undue advances. The general impression among the newspapers and the populace was that the retail dealer would be made the "goat." G. W. Perkins was appointed head of the mayor's investigating committee and in an official report is to be found the following:

> "So far as high prices since the beginning of this war are concerned, there can be no doubt that the housewife is the conspirator who should be indicted, if anybody. The reports of our investigators show this perfectly clearly: people in every part of the city, and of all degrees of influence, have been hoarding foods against the time of higher prices which they anticipated. Is the grocer, who buys 10 barrels of sugar, where he used to buy one, any guiltier than the housewife who buys 10 pounds where she used to buy one? In fact, if the housewives multiply their orders by ten, mustn't the grocers multiply theirs by ten also in order to meet the extra demand? That's what has happened."

With very few exceptions any investigating committee appointed by the Dominion Government would have to come to the same conclusion. Canada is so vast a country and produces the necessities of life on so large a scale, that it is absolutely impossible for any one man to get a corner on anything of a staple character. And competition is otherwise too keen — as any Government or daily press official could determine for himself—to secure prices the market situation didn't warrant.

REGULATING FOOD SUPPLIES

IN VIEW OF the agitation which has arisen—or is reported to have arisen—in certain quarters, regarding the so-called unreasonably high prices which have been charged for foodstuffs and groceries and the talk of legislation in connection with the matter at Ottawa, it may be of interest to state briefly the steps which have been taken in connection with the same problem in England.

The position of Great Britain at a time like this is vastly more serious than that of Canada—she is an importer of foodstuffs and Canada is an exporter. And yet there is nothing in the legislation which has been passed concerning foodstuffs which should not reasonably apply to England or any other country at any time. It is to prevent the deliberate or unreasonable holding of supplies. England is prepared for higher prices for foodstuffs and under war conditions the prices may be expected to advance practically the world over.

Canadian Grocer has taken a strong position against the charging of unreasonable prices or making capital of the nation's position for unreasonable gain, but at the same time the general public cannot expect that prices are going to remain on the old level; the grocer has to pay more and he is entitled to more. It is largely a question of supply and demand; supplies are to be seriously interfered with if the war continues while the demand has greatly increased.

We see nothing in the food law which has been passed in England to which the grocery trade could take exception if put into force in this country. The one main clause reads:

> If the Board of Trade are of opinion that any foodstuff is being unreasonably withheld from the market they may, if so authorized by His Majesty's Proclamation, generally or as respects any particular kind of foodstuffs and in manner provided by the Proclamation, take possession of any supplies of foodstuffs to which the Proclamation relates, paying to the owners of such foodstuffs such

prices as may, in default of agreement, be decided to be reasonable, having regard to all the circumstances of the case, by the arbitration of a judge in the High Court selected by the Lord Chief Justice of England.

WAR TAX ON TEA

A PROMINENT tea importer makes the statement that he expects that at the first opportunity the Government will increase its facilities for raising the $7,000,000 war fund by imposing a tax on tea. That this has not already been done is somewhat of a surprise, in his opinion, from the fact that tea can stand a tax probably better than any other household supply and better by far than sugar, and he further bases his opinion on the fact that the falling off in imports will interfere with the amount aimed at being raised by the taxes already imposed.

Tea, it is argued, can stand a tax for the reason that it makes a very cheap beverage and would not be dear with a substantial tax added — comparatively speaking. It is also pointed out that it is a usual custom to war-tax tea and in the South African war this was done to the extent of about 16c the pound in England.

"Where," we are asked "is the Government going to supplement the taxes now imposed if not on tea?"

PROFITS ON SUGAR

BIG PROFITS ON SUGAR were made by some jobbers. It is seldom they get a chance to make $8 to $12 on a barrel of sugar, but some grasped it.—*American Grocer.*

IN THE TRADE under such conditions as exist at present, there is a great deal said about the price of sugar—sugar is the commodity which has been under the greatest pressure since the declaration of war started a strong demand for foodstuffs. For some reason sugar in Canada has for some years been protected by something in the nature of an unwritten law which allows it to get to the consumer without paying a profit, or if any, a small one. Many retailers sell sugar at about what it costs them, and wholesalers take a very small margin. The item which is reprinted above indicates that in the United States there is no such charitable sentiment in the grocery trade.

Canadian Grocer is not here endorsing the fact that in the United States exorbitant profits were taken on sugar; the idea is to show that in the American trade sugar is regarded as any other commodity handled by the grocer and should yield its share of profit. The small margin at which groceries are handled does not warrant any retailer in handling goods on which he cannot make a fair profit—and this applies to sugar or anything else. The cost of doing business must be met and sugar should do its share.

There are retailers who will not handle sugar without a 20% profit; they would rather not sell at all than make sales at less—but we are afraid that these men are few and far between, and the majority seem to consider that they owe it to the general public to maintain an establishment with a high rental and pay other heavy expenses to fill the needs for sugar at cost price.

A "HOME TOWN" MOVEMENT

IF THE parcel post system works out in some ways to the disadvantage of local merchants it has at least one great virtue: it has served to focus the attention of the public on one local subject, the twenty-mile zone. The very name contains a suggestion in favor of shopping with the local merchant; a suggestion of greater expense incurred by ordering away from home. This internal argument inherent in the terms of the new regulations, has been emphasized in a commendable degree by the active campaign carried on by many merchants towards reaping the advantages of lower rates within the restricted area.

It would appear that there could be no more opportune time for the launching of a new movement that aims at a more adequate recognition of the local merchant. This is styled, quite aptly, the Home Town Association. It had its origin in the State of Illinois but is spreading rapidly as its obvious merits are recognized. In creating this organization the members claim no altruistic motive, but it is solely for the purpose of helping "the country merchant to adopt more modern methods so that he may sell more goods, and put up a stronger competition against the mail order houses." The Home Town Association makes an appeal to the country merchant "to advertise, hustle, hold and build up his trade." Thus it aims to meet the M.O.H. on its own ground, the only way to meet it successfully. Further than that it appeals "to the farmers and the local public spirit to trade at home, and thereby to build up the home country town."

The local newspapers should throw themselves heartily into such a movement, for it is one that brings mutual benefit to all parties. They themselves are the victims of a postal law that allows the Dollar Dailies—that give away their paper at a subscription price away below the cost of the white paper on which it is printed—to flood the district with the huge announcements of the mail order houses, and curtail their own circulation. The movement will bring more business to the manufacturer and the jobber; it will turn trade that goes outside into the natural local channels. A Home Town Association should be started in every town in Canada.

EDITORIAL NOTES

FALL FAIR TIME means extra business to the live dealer.

* * *

THE MAN WHO talks blue ruin to his customers should never have been a merchant.

* * *

WHAT IS WANTED among the public is a little more confidence talk on the future of the nation.

* * *

FROM PRESENT EVENTS in Europe, the beginning of the end is looming up, which will mean extra good times.

* * *

THE MAD RUSH upwards of grocery prices has subsided. The bears are beginning to take a hand in the game.

CURRENT NEWS OF THE WEEK

Quebec and Maritime Provinces.

Bray Bros., grocers, have registered at Sherbrooke, Que.

Jos. Leblanc, grocer, Montreal, has disposed of his business.

Valin Monette, Limitec, grocers and dry goods dealers, Hull, Que., have obtained a charter.

A. Lesperance, grocer, Montreal, has disposed of his stock. Leon Sauve, of Montreal, has also disposed of his stock.

Ontario.

The estate of H. W. Kennedy, grocer, Georgetown, Ont., has been disposed of.

R. Storks, grocer, Oshawa, Ont., has sold to E. Beckner.

L. E. Gowing & Co. have opened a general store in Burks Falls, Ont.

Thomas & Robertson, St. Thomas, Ont., are opening a broom factory in Ingersoll.

T. A. Davidson, grocer, Toronto, has sold to the Householders' Co-operative Stores, Limited.

A. Grey, grocer, Toronto, has been succeeded by the Householders' Co-operative Stores, Limited.

Wm. Lee, confectionery wholesaler, St. Catharines, Ont., was rather seriously injured last week in an automobile accident near his home.

O. S. Matchett, of Goheen & Matchett, grocers, Peterborough, Ont., spent the week-end in Toronto. He was a visitor at that office of Canadian Grocer.

The Fort William Starch Works, Ltd., Fort William, Ont., which have been closed down for the past few weeks on account of over-production, are to resume manufacturing operations at an early date.

Butcher & Dobbie have purchased the general store business of C. H. Gerbig, at Creemore, Ont. This was the business conducted until recently by Alex. Earle. Mr. Dobbie was formerly with the Earle Company.

The Retail Merchants' Association of Belleville, Ont., will form a company of the Home Guards. The Home Guards will drill each Monday and Thursday evening at eight, and several strong companies are being formed.

Toronto has a chain of co-operative stores operated by what is known as the Housewives Co-operative Stores. One is located at the corner of Yonge and College Streets; another on Brock Avenue, and a third on Royce Avenue. There is a movement on foot in Hamilton to create a similar line of stores.

The McCormick Manufacturing Company, London, Ont., will vacate its old building, at the corner of Dundas and Wellington Streets, about the latter part of the month. The company has moved its candy departments to the new plant in East London, and is only making biscuits at the old factory.

Many Orillia, Ont., merchants have agreed to give 10 per cent. of their cash receipts to the Patriotic Fund on Saturday, September 19th. They are also offering special inducements to encourage shopping on that day, and it is expected that the outcome will be a large contribution to the Patriotic Fund.

A movement is on foot among the merchants of Thamesville, Ont., to close their stores every night except Saturday at six o'clock during the fall and winter months. President Wallace, of the Board of Trade, has been requested to call a meeting of the merchants for discussion of the matter. A meeting will be held in the Town Hall on Monday evening, September 14th, at eight o'clock, to discuss the matter.

Western Canada.

Henry Nelson has purchased the grocery business of Mr. Cooper on Pearce Street, Wetaskiwin, Alta.

C. E. Pierce, of the C. E. Pierce Co., San Francisco, Cal., packers of tunny fish, was in Winnipeg this week discussing with W. H. Escott, his Western representative, business conditions. Mr. Pierce was delighted with the condition in which he found business.

W. J. Patterson, general merchant, Dummer, Sask., has opened up his hardware department in a separate building, and has taken in a partner to manage same.

N. Honeyman, of the Lilac Grocery Store, Winnipeg, has just moved into a splendid new building on the corner of Lilac and Jessie Avenue, which he has had erected this year. Mr. Honeyman has added a butcher department to his store, and while he has not yet got everything in the order which he wants, it is apparent that this place of business will be one of the finest in a part of the city where splendid equipped grocery stores are the rule.

At a recent meeting of the Grocers' and Butchers' Section of the Retail Merchants' Association of Winnipeg the policy of the trade during the war was discussed, and certain plans decided upon. The following resolution was passed:—First, that a committee be appointed to inquire into the causes of the increase in prices of commodities, and to formulate a policy to safeguard the interests of the consumers. Second, that it would be inadvisable from a patriotic and economic standpoint to unduly curtail reasonable credit to conscientious customers, and that the present burden of increased prices and financial stringency should be spread evenly between wholesalers and retailers.

TO DISCONTINUE COUPON PLAN.

It will be remembered that at the special meeting of retail dealers, held in the R. M. A. rooms, Toronto, a short time ago, the policy of a soap company in placing its product on the market by means of a coupon plan was discussed. Since then the question has been discussed with representatives of the company, the wholesale and retail trade. The company was not aware that when it made its plans it was doing something contrary to the Trading Stamp Act, but it has agreed that the plan will now be discontinued. The R. M. A. officials have also agreed not to take any legal action regarding the one issued and advertised coupon on this understanding.

MAKES PROFIT ON BANANAS.

Discussing the question of handling bananas with a profit, W. H. McLeod, of Neepawa, Man., advises the purchasing of them green on the stock when possible. He also maintains that bananas should be bought in small quantities and that they should be turned over as quickly as possible. By following out this policy he makes a net profit on them. In the hot season especially, oranges and lemons are also purchased in small quantities and he finds them profitable goods to handle. He figures that he breaks about even on berries and pineapples, but on peaches he makes some money. Berries, pineapples and peaches, he says, should be sold as quickly as possible after purchase.

An exterior view of the new store of Jas. Burns, Brantford, Ont.

New Brantford Store Invaded Middle of Night

Burns' Block, Erected At Big Cost, Has Commanding Exterior Appearance.—Fixtures And Equipment To Facilitate Service And Business Generally.—The Interior Arrangement.

By Staff Correspondent.

AT twelve o'clock, midnight, some time ago a representative of Canadian Grocer found himself looking over the interior of the grocery store of Jas. Burns, Brantford, Ont., and the warehouse and stables at the rear. It was, of course, no attempt at burglary as Mr. Burns himself led the way and another grocer made up a trio.

Not so long ago Mr. Burns erected a new store on Dalhousie street, Brantford, Ont., at a cost of a good many thousand dollars. It occupies an extensive frontage on Dalhousie street at the corner of King street, is three storeys high, bright and roomy. Erected in 1913, it may be said to be a new store. The exterior appearance, as shown by the photograph, illustrates the importance Mr. Burns places on attracting the attention of the customer from the outside. It is known as the Burns' Block, which means considerable advertising. On the right is the butcher department, operated by his son. The entire building has a substantial look about it that denotes confidence.

Why Visited At Midnight.

It probably should be explained here just how it came about that this establishment was inspected in the middle of the night. The reason is this: A more than usual lengthy session of the Brantford Retail Grocers' and Butchers' Association had been held at which were present the three persons above mentioned. It was really time for a snack and Mr. Burns' invitation was accepted.

A glance at the interior of this store shows a particularly neat arrangement of canned goods. The store pillars are not allowed to go to waste. The cans are displayed in circular fashion from floor to ceiling, and the eye is immediately struck by them on entering the store. The monotony of a continuous row of cans is broken by two circular shelves covered with paper table napkins, on which are displayed a few bottles of pickles and olives.

To the right of the main door is the confectionery department with show case and next to that is the main order counter.

A feature of the store interior arrangement is the displaying of goods on small tables to the left of the pillars. The end of one of these can be seen in the picture. These tables are used for all kinds of bottle goods, soup samples, and dainties of various kinds.

Good Line Up of Fixtures.

There are many modern fixtures in the new Burns store. Among them are a self-measuring oil pump, account register, cash register, computing scale, vegetable display fountain, refrigerator and metal ceiling. Mr. Burns holds to the opinion that a strict censor should be kept on all credit accounts. This is one of the reasons why he has installed the credit register. At association meetings whenever the talk turns to delinquent accounts, he advises that every precaution be taken to insure against loss in this regard. "Better not open a new account at all, unless you are absolutely sure you are going to get your money," is the advice he tenders.

At the rear of the store is a fine stable with cement floor and a driveway under cover. This is of great assistance particularly during wet weather, and it can be kept spotlessly clean with little trouble.

An Association Worker.

Mr. Burns is a great believer in as-

This view of interior of the Burns Store shows good arrangement of canned goods around the pillars.

sociation work. He has been a member of the Brantford organization for a long time and has also been a member of the Ontario Retail Grocers' Association since its inception. He is usually to be found attending the meetings, and is always in attendance at the annual picnic at Niagara Falls.

Western Merchants Engaged on Big Plan

Board of Trade Secretary of Saskatoon Interesting Them in an Educative Movement to Assist Farmers to Produce Better Crops—The Plan Outlined.

By Staff Correspondent.

Saskatoon, Sask., Sept. 10.—The Secretary of the Board of Trade of Saskatoon has laid a proposition before the members of that body which has for its object a very commendable one and seems likely to be carried out.

It is proposed to disseminate among the farmers in the vicinity of the city information calculated to improve the present methods of agriculture in vogue among many of them. The crops for some distance around Saskatoon this year are mostly poor, but there are some fair yields. The prevailing cause of failure was the want of rain during the growing time, the rain fall being only 1-10 inch throughout the season.

In spite of this lack of moisture there are some fairly good crops. Those were obtained in every case where improved methods of farming were applied. It was pointed out by the secretary and other speakers at a meeting called to consider the question that if those favorable results could be obtained in some cases, there seemed little reason why great improvement could not be made in many others.

It was proposed that some of the practical and successful farmers, also the professors in the Agricultural College, should give information as to the methods adopted and applied by them and that those should be printed in pamphlet form and distributed wherever they would be likely to do good.

Merchants To Help.

It was further proposed that a number of the merchants of the city would form a committee and see to the distribution and spreading abroad of this very useful information. The scheme is an excellent one and if properly carried out may produce splendid results.

In travelling about through this country, especially a season like this, it is very easy to see some of the effects and tremendous loss resulting from careless, slip-shod methods of farming. Millions of dollars might have been added to the agricultural returns of the farms in the West this season by the application of tillage suited to the requirements of the soil and weather conditions.

This move of the Saskatoon Board of Trade is along right lines and it is sincerely to be hoped that it will be successfully carried out and many farmers benefited by it.

It would be an excellent idea if other towns and cities would follow the example of Saskatoon and undertake to disseminate information in reference to the proper treatment of agriculture in their vicinity. It is patent to the most casual observer that any system of farming that is adapted to one section in this great Western country may not be suitable to another not far distant, and this is one reason why this proposal gives promise of good results.

Much Nonsense Preached.

It is well known that a tremendous amount of nonsense has been preached, particularly by the Eastern press, to the farmer about mixed farming, while the exponents were quite ignorant of the conditions under which the agriculturist was laboring. In those circumstances it is little wonder that the average farmer has been inclined to treat with levity much of what he reads and hears of an admonitory character.

R. G. KNOX CO.

Merchandise Prokers

Eastern Accounts Solicited

San Francisco 24 California St.

WAR NOTICE

The pulse of every Britisher beats with pride at the magnificent devotion of the Canadian people to the Motherland in this crisis.

Being closely allied to the Canadian people by our business operations throughout the Dominion, we are going to bear ourselves the entire increase in ocean freight rates as well as the War Risk premium on the transportation of our products from England, in order that the increased cost which these charges would entail would not fall upon the shoulders of the buyers or consumers of our products in Canada.

We are, therefore, able to announce that there will be no increase in our selling prices to the wholesale or retail trades due to these causes.

HOLBROOKS LIMITED

of Birmingham, England

Sauces, Pickles, Vinegar, Custard Powder, Etc.

Selling Branches at Toronto, Montreal, Vancouver

Save Money

for your customers without loss to yourself by recommending to them the economical, nutritious Macaroni, Vermicelli and Spaghetti.

Do you insist on the best of each line of goods for your store?

Do you prefer goods made in Canada? Then you will want

Hirondelle

(Swallow)

and

L'Etoile

(Star)

brands on your shelves. Manitoba hard wheat only is used in these Canadian brands.

Although the demand has greatly increased and our capacity is taxed to the utmost, we are filling all orders at the regular price.

Order from your jobber.

C. H. CATELLI LIMITED

Montreal

AGENTS:

Tees & Persse, Limited, Winnipeg
C. C. Mann, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

COOK'S FRIEND BAKING POWDER.

In Cartons—	
No. 1 (25c size), 4 doz.	$ 2 25
No. 1 (25c size), 2 doz.	2 25
No. 2 (10c size), 6 doz.	0 80
No. 2 (10c size), 3 doz.	0 80
No. 3 (5c size), 4 doz.	0 45
In Tin Boxes—	
No. 13, 1-lb., 2 doz.	3 00
No. 14, 8-oz., 3 doz.	1 75
No. 15, 4-oz., 4 doz.	1 10
No. 16, 2½ lbs.	7 25
No. 17, 5 lbs.	14 00

ROYAL BAKING POWDER

Sizes	Per doz.
Royal—Dime	$ 0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—when packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5c tin, 40c per doz.; 4-oz. tin, 65c per doz.; 6-oz. tin, 90c per doz.; 8-oz. tin, $1.20 per doz.; 12-oz. tin, $1.60 per doz.; 16-oz. tin, $2.25 per doz.; 3-lb. tin, $5 per doz.; 5-lb. tin, $9.50 per doz.

FOREST CITY BAKING POWDER.

6-oz. tins	$ 0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$ 0 17
In 10-lb. lots or case	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

100 books and over, each	0 03½
500 books to 1,000 books.	0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, $3.00.
The King's Food, 2 doz. in case, per case, $4.80.
White Swan Barley Crisps, per doz., $1.
White Swan Self-rising Buckwheat Flour, per doz., $1
White Swan Self-Rising Pancake Flour, per doz., $1.
White Swan Wheat Kernels, per doz., $1.50.
White Swan Flaked Rice, $1.
White Swan Flaked Peas, per doz., $1.

DOMINION CANNERS.

Aylmer Jams.	Per doz.
Strawberry, 1912 pack	$2 15
Raspberry, red, heavy syrup	2 15
Black Currant	2 00
Red Currant	1 85
Peaches, white, heavy syrup	1 50
Pear, Bart., heavy syrup	1 77½

Jellies.

Red Currant	2 00
Black Currant	2 20
Crabapple	1 65
Raspberry and red currant	2 00
Raspberry and gooseberry	2 00
Plum jam	1 55
Green Gage plum, stoneless	1 55
Gooseberry	1 85
Grape	1 55

Marmalade

Orange Jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	2 00
Ginger	2 20

Pure Preserves—Bulk

	5 lbs.	7 lbs.
Strawberry	0 69	0 95
Black currant	0 69	0 95
Raspberry	0 69	0 95

14's and 30's per lb.

Freight allowed up to 25c per 100 lbs.

Strawberry	0 69	0 95
Black currant		0 13
Raspberry		0 13

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

This army of salesmen will help you win the battle

The Nicholson & Bain sales forces are ready for your order to introduce your products to the thousands of monied buyers of the Canadian West. Wheat prices are high—farmers are prospering—they have the money and need your goods.

Your battle for more business will be an assured success if you act NOW. Our salesmen call on the trade daily—their field of operations extends from Lake Superior to the Pacific Ocean. We handle goods on a commission basis and are open for any line not competing with those we already carry.

Write now for fuller particulars.

Nicholson & Bain, Wholesale Commission Merchants and Brokers

HEAD OFFICE—WINNIPEG, MAN.

REGINA SASKATOON EDMONTON CALGARY LETHBRIDGE VANCOUVER

A tip on the side, Mr. Grocer

Did it ever occur to you that you can make more money selling Malcolm's lines of Condensed Milk and Condensed Coffee than any other line on the market? Malcolm's lines of Milk and Coffee are making new and satisfied customers every day. For quality and deliciousness they are unsurpassed. Our Condensed Coffee, with milk and sugar added ready for use, is a seller from the start. No other brand can equal it for flavor.

PRICES:

St. George Brand Coffee, 2 doz. in case	$4.80
St. George Evaporated Milk, 4 doz. in case	3.60
Banner Condensed Milk, 4 doz. in case	5.25
Princess Condensed Milk, 4 doz. in case	4.50
Premier Machine Skimmed, 4 doz. in case	3.80

Order them from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax. We will prepay freight up to 50c. per 100 lbs.

Malcolm's Condensing Co.

St. George, Ontario

CAN-O-WAX

a household necessity

A pure refined paraffine wax, sweet and clean. A very profitable seller during the preserving season.

Can-O-Wax makes an absolutely air-tight seal for Jelly, Canned Fruits, Catsups, Sauces, etc., in jars, bottles or glasses. The long, round sticks insure convenience and economy.

For laundry use it is indispensable, makes clothes white (no bleaching), will not injure the finest fabric. Costs little, saves much.

Let us send you a sample tin. Sold through the wholesale trade.

CANADIAN OIL COMPANIES, Ltd.

Toronto, Ont.; Winnipeg, Man.; Montreal, Que.; St. John, N.B.; Halifax, N. S.; Regina, Sask.; Calgary, Alta.; Nelson, B.C.

Fresh Ripe Tomatoes
Finest Pure Spices
First Quality Vinegar

×

Automatic Machinery

=ROSE BRAND CATSUP

Not a stone is left unturned in the production of Rose Brand Catsup to preserve absolute purity and a high quality and yet enable the grocer to sell it at a popular price.

The finest Sun-ripened tomatoes and purest ingredients only are used. Place your orders early. Only 1914 pack supplied.

Fretz Limited

HAMILTON, ONT.

Agents

Amos B. Gordon Co., Toronto, Ont., General Sales Agents.

(Unsweetened Chocolate).

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb. boxes	0 20
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 25
Diamond, ¼'s, 6 and 12-lb. boxes	0 26
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz.	0 90
Chocolate Confections	Per lb.
Maple buds, 5-lb. boxes	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 4 bars per box	0 85

EPP'S.

Agents—F. E. Robson & Co., Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ¼, ½, and 1-lb. tins, 14-lb. boxes, per lb.	0 35
10c tins, 3 doz. in box, doz.	0 90

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N. B.; J. A. Taylor, Montreal; P. O.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Nut milk breakfast cocoa, ¼'s and ½'s	0 36
Nut milk, No. 1 chocolate	0 30
Nut milk Navy chocolate, ½'s	0 26
Nut milk Vanilla sticks, per gr.	1 00
Nut milk Diamond chocolate, ½'s	0 24
Nut milk plain choice chocolate liquors	20 30
Nut milk sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1, chocolate, ¼ and ½-lb. cakes, 34c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins., 39c. lb.; German's sweet chocolate, ¼ and ¼-lb. cakes, 6-lb. boxes, 24c lb.; Caracas sweet chocolate, ½ and ¼-lb. cakes, 6-lb. boxes, 32c lb.; Cinqueleme sweet chocolate, 1-5-lb. cakes, 6-lb. boxes, 21c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked cocoa, ½-lb. pkgs., 6-lb. bags, 31c lb. Caracas tablets, 5c cartons, 40 cartons to box, $1.25 per box; Caracas tablets, 5c cartons, 20 tons to box, 65c.

The above quotations are f.o.b. Montreal.

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved—	Per case.
Eagle Brand, each 4 doz.	$ 6 00
Reindeer Brand, each 4 doz.	6 00
Silver Cow Brand, each 4 doz.	5 40
Gold Seal Brand, each 4 doz.	5 25
Mayflower Brand, each 4 doz.	5 25
Purity Brand, each 4 doz.	5 25
Challenge Brand, each 4 doz.	4 50
Clover Brand, each 4 doz.	4 50
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each, 4 doz.	4 50
Peerless Brand, tall, each, 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each ½ doz.	4 75
"Reindeer" Coffee and Milk, "large," each, 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
"Regal" Coffee and Milk, each, 2 doz.	4 50
"Reindeer" Cocoa and Milk, each, 2 doz.	4 80

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN BLEND.

1-lb. decorated tins, lb.	0 35
Mo-Ja, ½-lb. tins, lb.	0 32
Mo-Ja, 1-lb. tins, lb.	0 30
Mo-Ja, 2-lb. tins, lb.	0 30

Presentation (with tumblers) 28c per lb.

MINTO BROS.

MELAGAMA BLEND.

Ground or bean—	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 38

Packed in 30's and 50-lb. case.
Terms—Net 30 days prepaid.

FLAVORING EXTRACTS.

SHIRRIFF'S.

Quintessential.

1 oz. (all flavors), doz.	1 05
2 oz. (all flavors), doz.	2 00
2½ oz. (all flavors), doz.	2 30
4 oz. (all flavors), doz.	3 50
5 oz. (all flavors), doz.	4 50
8 oz. (all flavors), doz.	6 50
16 oz. (all flavors), doz.	12 00
32 oz. (all flavors), doz.	22 00

Discount on application.

CRESCENT MFG. CO.

Mapeleine—	Per doz.
2-oz. bottles (retail at 50c)	4 50
4-oz. bottles (retail at 90c)	6 80
8-oz. bottles (retail at $1.50)	12 50
16-oz. bottle (retail at $3)	24 00
Gal. bottles (retail at $30)	15 00

The New Welch Plant at St. Catharines, Ont., Is Rapidly Being Erected

October will see our new plant at St. Catharines finished, with its powerful presses, bottling machinery and storage cellars in readiness to handle the choicest of the Concord grapes grown in that splendid fruit section. This has become necessary through the rapidly increasing demand in the Dominion for

Welch's

Grape Juice

The dealer who is unfamiliar with the profit-making and the trade-creating possibilities of Welch's should write us now for full information.

The unfailing purity, uniform high quality, delicious flavor and rich aroma of Welch's are secured by the exact Welch process of selecting only the choicest Concords, pressing, sterilizing and hermetically sealing their juice at the time of their highest perfection.

Write us for our dealer's helps, store advertising material, etc.

The Welch Grape Juice Company

WESTFIELD, N.Y.

R. H. C.

Rideau Hall Coffee is most highly commended, it's the coffee customers like. Being put up in sanitary tins it is easy to display and sell —all the deliciousness of the freshly roasted coffee bean is fully retained. Your customers will enjoy this quality coffee—there's overflow value in every cup.

Your wholesaler will supply you.

GORMAN, ECKERT & CO., Ltd.
LONDON **ONTARIO**
Western Selling Agents
MASON & HICKEY WINNIPEG

BOLOGNA

All meats are high-priced and must be so as long as present conditions prevail. There is one line, however, that has not advanced in price and furnishes a good food at a reasonable price. Bolognas are made out of good, fresh beef trimmings and are very cheap in comparison with other foods. If you have not sold them, try them now.

MADE UNDER GOVERNMENT INSPECTION

F. W. Fearman Co., Ltd.

HAMILTON, ONT.

A King's Food

The zesty, condensed nutrition and deliciousness of the "King Oscar" Sardines is appreciated by Royalty as well as the buying public everywhere.

KING OSCAR
BRAND
SARDINES

Widespread publicity makes initial sale easy for the dealer. A big all-round-year seller.

Ask your wholesaler for prices.

CANADIAN AGENTS

J. W. BICKLE & GREENING

(J. A. Henderson)

HAMILTON - CANADA

Visitors to the Exhibition
are invited to call and see us

The Fruit Market is being well supplied with Foreign and Domestic Fruits. The assortment is large and prices in accordance with the times

OYSTERS

The season opens with us to-day. Start with us this season and get the best.

WHITE & CO., Ltd., Toronto

Wholesale Fruit, Fish and Oysters

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 [illegible]¼
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case	0 11¼
Cases, 5 lbs., 12 to case	0 11½
Cases, 10 lbs., 6 to case	0 11

F. O. B. Montreal.

MARMALADE.

SHIRRIFF BRAND.
"SHREDDED."

1 lb. glass (2 doz. case)	$1 90	$1 80
2 lb. glass (1 doz. case)	3 20	3 30
4 lb. tin (1 doz. case)	5 50	5 25
7 lb. tin (½ doz. case)	8 60	8 25

"IMPERIAL SCOTCH."

1 lb. glass (2 doz. case)	$1 60	$1 55
2lb. glass (1 doz. case)	2 80	2 70
4 lb. tin (1 doz. case)	4 80	4 65
7 lb. tin (½ doz. case)	7 75	7 50

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins.
D. S. F., ¼-lb.	$1 40
D. S. F., ½-lb.	2 50
D. S. F., 1-lb.	5 00
F. D., ¼-lb.	0 85
F. D., ½-lb.	1 45
	Per jar.
Durham, 4-lb. jar	0 75
Durham, 1-lb. jar	0 25

VERMICELLI AND MACARONI

C. H. CATELLI CO., LIMITED.

Hirondelle Brand.

Prices for Quebec.

	1 lb. pkgs.	Loose.
Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Animals, Stars, Alphabets, Small Paste Assorted, 30 lbs., cases	.7	6½
Egg noodles, case 10 lbs., loose; cases 60 pkgs., ½ lb. each	.7½	7

Marguerite Brand.

Same assortment as above	6½ 6

Catelli Brand.

Vermicelli, Macaroni, Spaghetti, 30 lbs. (loose)	5½
30 lb. cases, 1 lb. pkgs.	5½

Terms, Net 30 days.

Ontario.

L' ETOILE (STAR) BRAND.

Freight Prepaid.

1 lb. pkg., 25 cases or more	.07½
1 lb. pkg., less than 25 case lots	07½
5 lb. box, loose, per lb.	.05½
10 lb. box, loose, per lb.	.05½
21 lb., loose, long, per box	1.50

Terms net 30 days.

JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz 1 80

Straight.

Lemon, contains 2 doz.	1 80
Orange contains 2 doz.	1 80
Strawberry, contains 2 doz.	1 80
Chocolate, contains 2 doz.	1 50
Cherry, contains 2 doz.	1 80
Peach, contains 2 doz.	1 80

Weight, 8 lbs. to case, Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz 2 50

Straight.

Chocolate contains 2 doz.	2 50
Vanilla contains 2 doz.	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz.	2 50
Unflavored contains 2 doz.	2 50

Weight 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.

3 dozen to box	3 60
6 dozen to box	7 20

30 days.

RICHARDS' PURE SOAP.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naphtha as a free premium.

Richards' Quick Naptha Soap.

GENUINE. Packed 100 bars to case.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$5 90
Five cases or more	4 95

STARCH.

THE CANADA STARCH CO., LTD., EDWARSBURG BRANDS and BRANTFORD BRANDS.

Boxes.	Cents.
Laundry Starches—	
40 lbs., Canada Laundry	.06¼
40 lbs., Boxes Canada white gloss, 1 lb. pkgs.	.06¾
48 lbs., No. 1 white or blue, 4 lb. cartons	.07¼
48 lbs., No. 1 white or blue, 3 lb. cartons	.07¼
100 lbs., kegs, No. 1 white	.06¾
200 lbs., bbls., No. 1 white	.06¾
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs	.07¾
48 lbs. silver gloss, in 6-lb. tin canisters	.08¼
36 lbs., silver gloss 6-lb. draw lid boxes	.08¼
100 lbs., kegs, silver gloss, large crystals	.07¼
28 lbs., Benson's Satin, 1-lb. cartons, chrome label	.07½
40 lbs., Benson's Enamel (cold water), per case	3 00
20 lbs. Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60

Culinary Starch.

40 lbs. W. T. Benson & Co.'s prepared corn	.07¾
40 lbs. Canada pure corn starch	.06½
(120-lb. boxes ¼c higher.)	
Casco Potato Flour, 20-lb. boxes, per lb.	.10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.	.60
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	.06½
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	.07
Barrels, 200 lbs.	.06½
Kegs, 100 lbs.	.06½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lbs.	.07½
8 in case	.07¾
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	.08
Kegs, extra large crystals, 100 lbs.	.07
Canadian Electric Starch—	
Boxes containing 40 fancy pkgs., per case	3 00
Celluloid Starch—	
Boxes containing 45 cartons, per case	3 60
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.06
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.07½
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	.07½
(20-lb. boxes ¼c higher than 40's.)	

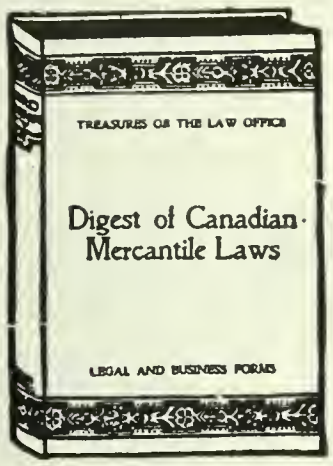
LAW

No one can afford to be ignorant of the laws governing business.

Few, however, have the time to read the many and complicated volumes of the country's laws and statutes, and for the benefit of the hustling business men a concise and understandable book has been prepared. It gives all the necessary laws and information regarding merchandising, the renting of a store or house, mortgages, buying property, collecting debts, etc. This book, the

Digest of Canadian Mercantile Laws

is a ready reference, a valuable guide in daily business, and is saving many dollars.



No work published in Canada equals it for business men

A veritable consulting library on this one line so universally needed.
Based on Dominion and Provincial Statutes and Court Decisions.
Indorsed by barristers, sheriffs, magistrates and conveyancers.
Recommended by the Ontario Institute of Chartered Accountants.
Used by more accountants, bankers and business firms than any other work on the subject. Forwarded direct, post free, on receipt of price.
Keep the book ten days, and if it is not satisfactory, return it and get your money back. If remitting by cheque, make same **payable at par,** Toronto.

Eastern Edition - Price, $2.00

Special Western Edition, $2.50

To meet the needs of subscribers in New Ontario and the Western Provinces, where land is under The Land Titles System of Registration, an Appendix of 16 pages, containing a synopsis of the Land Titles Acts, has been added to our regular edition, thus constituting a special "Western Edition." Price $2.50.

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Getting Things Right.

Young housekeepers of little experience often ask their favorite grocers for the *best* coffee, the *best* tea, the *best* thing for dessert, and other best things, and the best grocers give them exactly what they want, because it is best to do so.

How many grocers are there, who, being asked for the best dessert preparation, would furnish anything but

JELL-O

The high quality and low price of Jell-O adapt it to every class of trade, which accounts for the fact that "America's most famous dessert" is as popular in stores where it is sold as in homes where it is made up into delicious desserts.

THE GENESEE PURE FOOD CO.,
Bridgeburg, Can.

The name JELL-O is on every package in big red letters. If it isn't there, it isn't JELL-O.

How to Invest Money

By GEORGE GARR HENRY

One of the most useful and easy-to-read books ever written on the elementary principles of investment.

Will save the ordinary investor many mistakes. Price, prepaid, 75c. Insure your capital by ordering this book at once from

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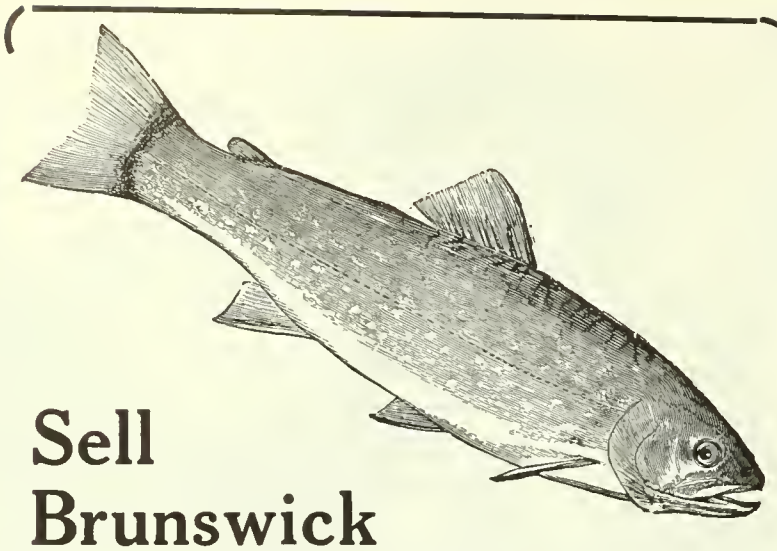


Sell Brunswick Brand Sea Foods for Profit and Reputation

They will win for you a larger and more profitable fish trade. The high quality and moderate price of **"Brunswick Brand" Sea Foods** has produced a large trade, which combined with conscientious business methods is constantly increasing. They are proven winners and will add to your prestige as a dealer of quality goods.

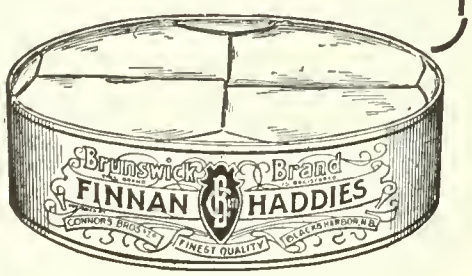
Located close to the fishing grounds we get the pick of the fishermen's catches—Our plant is modern and strictly sanitary, one of the largest on the Atlantic Coast.

Here are a few of our satisfaction-giving leaders:

¼ Oil Sardines.	Kippered Herring	
¾ Mustard Sardines	Herring in Tomato	
Finnan Haddies	Clams	[Sauce
(oval and round tins)	Scallops	

Connors Bros., Limited

Black's Harbor, N.B.



OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack., 4 doz. per case, $4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, $3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, $3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case, $4; Ocean Borax, 8 oz. pack., 4 doz. per case, $1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, $3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, $3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, $6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, $6.50; Ocean Baking Powder, 4 oz. pack., 4 doz. per case, $3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, $1.60; Ocean Baking Powder, 5 lbs. tin, 10 tins per case, $7.50; Chinese Washing Powder, 8 oz., 120 pack., per case, $4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, $6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, $4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, $4; Ocean Liquid Blue, pint bottles, 2 doz. per case, $1.80; Petrolatum, 2 oz. jars, 12 doz. per case, $5.40; Petrolatum, 5 oz. jars, 6 doz. per case, $5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz., per case, $7.20.

SOUPS—CONCENTRATED

CHATEAU BRAND.

Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Brotb, Julienne, Mock Turtle, Vermicelli, Consomme, Tomato.

No. 1's, 95c per dozen.
Individuals, 45c per dozen.
Packed 4 dozen in a case.

COW BRAND BAKING SODA.

In boxes only.

Packed as follows:

5c packages (96)	$3 20
1 lb. packages (60)	3 20
½ lb. packages (120)	3 40
1 lb. 30 / ½ lb. 60 } Packages, Mixed.	3 30

SYRUP.

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case	$2 65
5-lb. tins, 1 doz. in case	3 00
10-lb. tins, ½ doz. in case	2 90
20-lb. tins, ¼ doz. in case	2 85
Barrels, 700 lbs.	3¾
Half barrels, 350 lbs.	4
Quarter barrels, 175 lbs.	4¼
Pails, 38½ lbs.	1 95
Pails, 25 lbs. each	1 40

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case	3 00
5-lb. tins, 1 doz. in case	3 35
10-lb. tins, ½-doz. in case	3 25
20-lb. tins, ¼-doz. in case	3 20

(5, 10 and 20-lb. tins have wire bandles.)

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case	4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s, Tins, 2 doz. to case.

Quebec, per case	$1 35
Ontario, per case	1 50
Manitoba, per case	2 30
Saskatchewan, per case	2 60
Alberta, per case	2 70
British Columbia, per case.	2 40

DOMOLCO BRAND.

2s, Tins, 2 doz. to case.

Quebec and Ontario, per case	2 95
Manitoba, per case	3 40
Saskatchewan, per case	3 65
Alberta, per case	3 75
Britisb Columbia, per case.	3 55

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles 3 and 6 doz. cases, doz.	0 90
Pint bottles, 3 doz. cases, doz.	1 75

H. P.

H. P. Sauce—	Per doz.
Cases of 3 dozen	1 90
H. P. Pickles—	
Cases of 2 doz. pints	3 25
Cases of 3 doz. ¼-pints	2 20

STOVE POLISH.

JAMES DOME BLACK LEAD.

2a size, gross	2 50
6a size, gross	2 40

NUGGET POLISHES.

	Doz.
Polisb, Black and Tan	0 85
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and Wbite Cleanser	1 15

TEAS.

THE SALADA TEA CO.

East of Winnipeg.

	Wholesale.	R't'l.
Brown Label, 1s and ½s	.29	.35
Blue Label, 1s, ½s, ¼s, and ½s	.35	.45
Red Label, 1s and ½s	.41	.55
Gold Label, ½s	.49	.65
Red-Gold Label, ½s	.55	.75

ORANGE MARMALADE.

"BANNER BRAND" PURE FRUIT PRODUCTS.

JAMS AND JELLIES.

2's	$2 25
4's	0 35
5's	0 42
7's	0 60
30's, wood	0 08
12-oz. glass jar	1 20
Tumbler, glass	1 15

MARMALADE.

2's, per doz.	$2 30
4's, per pail	0 40
5's, per pail	0 45
7's, per pail	0 65
30's, wood, lb	0 08¾
12-oz. glass jar, doz.	1 20
Tumbler, glass, doz.	1 15

Prices subject to change without notice.

MELAGAMA AND MINTO TEA.

MINTO BROS., LIMITED.

45 Front St. East.

We pack in 60 and 100-lb. cases. All delivered prices.

	Wholesale	Retail
Green Label, 1s, ½ or ¼	.30	.40
Blue Label, 1s, ½ or ¼	.35	.50
Yellow Label, 1s, ½ or ¼	.40	.60
Purple Label, ¼ only	.55	.80
Gold Label, ¼ only	.70	1.00

JELLY POWDERS.

WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. $ 0.90

List Price.

"Shirriff's" (all flavors), per doz. 0 90

Discounts on application.

YEAST.

White Swan Yeast Cakes, per case 3 doz. 5c pkgs. 1 15

UPTON'S KETCHUP

is steadily making friends for itself.

A friend made is always retained—because it is absolutely the best value on the market.

Write us for prices or ask your jobber.

THE T. UPTON CO. Limited

Factory at Hamilton,

Sales Dept. at St. Catharines.

DOMESTIC FRUIT

We have fresh arrivals every morning of the very finest quality.

TOMATOES, PEACHES, PLUMS, PEARS, MELONS, APPLES, EGG PLANT, CELERY.

IMPORTED FRUIT

ORANGES, LEMONS, BANANAS, WATER-MELONS, PEACHES, PEARS, GRAPES

EVERYTHING THE BEST.

The House of Quality.

HUGH WALKER & SON

Established 1861

GUELPH and NORTH BAY

MOTT'S "Elite" Chocolate

is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—**MOTT'S.**

Retails at 10 Cents per Cake.

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

Hot Weather Special

on

Brooms

only while they last.

4 String,	No. 100,	$3.00	line at	$2.40
4 "	" 200,	$3.20	"	$2.60
4 "	" 300,	$3.60	"	$3.00

Regular goods.

Walter Woods & Co.
Hamilton

Your Sauce Patrons

have that cultivated taste that demands only the highest quality.

PATERSON'S WORCESTERSHIRE SAUCE

Appeals to the majority. Is most delicious with steaks, meats, fowl, fish, etc.

Sell Paterson's Worcestershire Sauce and get the trade.

ROWAT & CO.

GLASGOW, SCOTLAND

CANADIAN DISTRIBUTORS:

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A 5c. line that is equal to any 10c.

You can do a big Jelly Powder business if you feature the high quality **Bee Brand Jelly Powders.** One 5c package makes a whole pint of delicious, sparkling jelly. A most excellent seller wherever introduced. Extensive consumer advertising is creating demand. You should send in a trial order to-day.

Write us direct if your wholesaler cannot supply you. Responsible agents will hear of a good proposition.

FORBES & NADEAU, Montreal, Que.

Kindly mention this paper when writing to advertisers.

Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Company

LIMITED

NIAGARA FALLS, ONTARIO

Georgian Bay Apples

Famous the World over for keeping and for quality. Our Beaver Brand the best of these. We are packing and carefully grading this year. Our stock is fine this year. Can quote Fall and Winter in boxes and barrels. Quality never better and prices reasonable.

Winter stock, good per cent. of Spies, also good per cent. No. 1. Carlots our specialty. Write for prices.

Can also quote Crab Apples and Pears.

Beaver Brand Evaporated Apples. We can quote in large or small quantities. Where once tried, they are repeaters and sell themselves. Buy the best and sell more. Enquiries cheerfully answered.

ELLIS BROS.

Meaford, Ont. Box 130

Phone 79, Evap. 177, Residence 175

Apples

We will pack

10,000

barrels

of the celebrated Georgian Bay Apples this Fall. Place your orders early.

LEMON BROS.

Owen Sound, Ontario

"Aurora"

The Valencia Oranges that cost no more than other high-grade brands but are

Better.

Ask your jobber

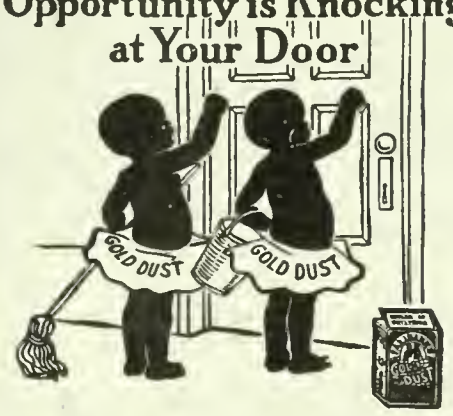
J. J. McCabe

AGENT

TORONTO, ONT.

THE NAME "FAIRBANK" MEANS SOAP SURETY

Opportunity is Knocking at Your Door



"Let the GOLD DUST TWINS do your work"

GOLD DUST

saves work for your customers by its cleansing power, and GOLD DUST advertising saves work for you by its selling power. One is as searching as the other—just as GOLD DUST itself goes into every nook and corner of the household after dirt. GOLD DUST advertising goes into every corner of the country after customers and sends them to your store.

"Let the Gold Dust Twins do your work."

The N. K. Fairbank Co., Limited

MONTREAL

Buyers' Guide

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

You Want This

Taylor's Prepared Mustard

IN JARS

Over 100 years of success. A great deal different and a great deal better. Royalty has used it.

Agents Wanted

H. P. Taylor, 14 Place Royale, Montreal

COMTE'S

Satisfaction and profits with every sale. We want more agents. Write

Augustin Comte & Co.,
Limited, P. O. Box 2963, MONTREAL

COFFEES

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal

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for Sample Copy of the

Irish Grocer, Drug, Provision and General Trades' Journal

If you are interested in Irish trade.

GRATTAN & CO., LIMITED
ESTD. 1825
The Original Makers of

BELFAST GINGER ALE

Agents in Western Canada
EMERSON, BAMFORD CO.
842 Cambie Street VANCOUVER, B.C.

HOLLAND RUSK

No other food product compares with Holland Rusk. It is in a class by itself and will bring and hold trade for you. Order from your jobber to-day.

HOLLAND RUSK COMPANY
HOLLAND, MICH.

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper

SWEET CIDER
and WINTER APPLES

Write for quotations to

Labrebourne Farms Limited
Brighton, Northumberland Co., Ont.

Raw Materials and Equipment

Some of the largest bakers in America are placing the buying of their materials and equipment in our hands. They know that they get better value through us.

The Biscuit & Cracker Mfrs. Co.
105 Hudson St. New York City

When writing advertisers kindly mention having seen the ad. in this paper.

The Condensed Ads. in this Paper will bring good results

20th Century Retailing DEMANDS the use of

ALLISON COUPON BOOKS

You can't get away from credit business without driving away trade. And if you don't use Allison Coupon Books you are bound to lose some money on credit accounts. Allison Coupou Books make credit business "good as gold."

HERE'S HOW THEY WORK:

When a man wants credit give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys you tear out coupons, and when his book is exhausted you cau collect your note or extend his credit for another book, as you deem wise. No passbooks, no charging, no time wasted, no errors, no disputes.

For Sale Everywhere by Jobbers.

ALLISON COUPON COMPANY
Indianapolis, Indiana, U.S.A.

Shop Where You Are Invited

The firms who advertise are the firms who invite your patronage, and are most deserving of it. A product that is persistently advertised to the critical dealer is a product that can be relied upon to give satisfaction, for the maker behind that product must be confident that it will earn your approval; otherwise, he would not dream of holding it up for your and your customers' criticism.

Talk across Canada for two cents a word

WHAT DO YOU WANT TO BUY OR SELL?

A Show Case, Cheese Cutter, Coffee Mill, a Meat Slicer, a Business? Whatever your wants may be, always use this page. It is only through Canadian Grocer's Condensed Ad. Page that the fullest publicity can be given, because "Canadian Grocer" goes into the hands and is read from cover to cover by every progressive Grocer from the Atlantic to the Pacific.

Try it out.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word for first insertion, 1c for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

COLLECTIONS

COLLECTIONS—ACCOUNTS AND CLAIMS of every nature collected everywhere. Send for free booklet C and forms. Commercial Collection Co., 77 Victoria St., Toronto, Ont.

MISCELLANEOUS

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 134, Stair Building, Toronto.

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

FIRE INSURANCE INSURE IN THE Hartford. Agencies everywhere in Canada.

THE NATIONAL CASH REGISTER COMpany guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

ACCURATE COST-KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination — employees' time register and cost keeper. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

WANTED

WANTED — EXPERIENCED GROCERY clerk wishes position. Handy with sign brush and experienced in window dressing, etc. Can show excellent recommends, or can give good references. Apply, stating wages, etc., to Box 61, Canadian Grocer, Toronto. 119

WANTED—MANAGER OF STORE. MARried man between twenty-five and forty, thoroughly experienced in the grocery trade, of good address, and competent to handle all departments. Salary and share of profits to the right man. State fully experience, references and salary expected. Box 68, Canadian Grocer, Toronto. (4-9-14)

WANTED—A RELIABLE, AMBITIOUS MAN in every town, to look after the circulation of magazines. Work very remunerative. MacLean Publishing Company, 143-153 University Ave., Toronto, Ont. t.f.

ENERGETIC SALESMAN, AGE ABOUT 40, wanted. Must have grocery connection between Montreal and Quebec. White Swan Spices & Cereals, Pearl St., Toronto, Ont. tf

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

WANTED—A POSITION IN GROCERY AS clerk or manager. Am now manager of Grocery Dept. of Best Grocery Store in the Boundary. Address, C. J. Allen, Greenwood, B.C., Can.

FOR SALE

GROCERY STORE FOR SALE — EXCELlent proposition. Stock and fixtures about $3,500. Turnover $13,000 to $14,000 yearly. Will sell property with business or rent. Illness reason of selling. Good buy for quick sale. Box 59, Canadian Grocer, Toronto.

FOR SALE — CASH REGISTER, SINGLE drawer. Best condition. At half cost. Apply E. A. Stahl, Berlin. 4914

GENERAL STORE AND MEAT MARKET—phone central, in connection. On Calgary and McLeod branch C.P.R. Stock $5,500.00, turnover $1,500.00 per month. Living rooms above store. Reply to Box 57, Canadian Grocer Toronto.

FOR SALE—AN ADVERTISEMENT UNDER this heading would be seen by practically every progressive grocer in the Dominion. This means that it will be read by the very man who is in need of such a coffee mill, cash register, cheese cutter, showcase, etc., that may be standing idle in your store, and which could be turned into money by an outlay of just two cents a word. See our rates above and send your ad. along to-day.

AGENCIES WANTED

MONTREAL JOBBING FIRM SEEK agency for Canadian independent canners. Good references. Box 60, Canadian Grocer, Toronto. 119

AGENCY WANTED FOR VANCOUVER AND District by an A.1. man. What have you got? Write "Agent", 250 Dunsmuir St., Vancouver, B.C. (259)

Are You Interested?

In Buying a Business,
In Selling a Business,
In Engaging a Clerk,
In Securing a Position,
In Securing a Partner,
In Disposing of Second-hand Fixtures,

Then you should use
Canadian Grocer's Classified Ad. Columns.

It should find for you among the progressive Grocers of Canada at least one individual who is on the lookout for just such a proposition that you have to offer.

CANADIAN GROCER reaches the retailer, the wholesaler, the manufacturer, the clerk and the traveller, just the men to whom you wish to sell or from whom you would buy.

No Other Paper Reaches
All These Men.

RATES:
(payable in advance)

2c per word, first insertion.
1c per word, subsequent insertions.
5c extra per insertion when replies are to be addressed c|o Canadian Grocer.

Canadian Grocer
143-153 University Ave., Toronto

THE "WANT AD."

The "want ad." has grown from a little used force in business life into one of the great necessities of the present day.

Business men nowadays turn to the "want ad." as a matter of course for a hundred small services.

The "want ad." gets work for workers and workers for work.

It gets clerks for employers and finds employers for clerks. It brings together buyer and seller, and enables them to do business though they may be thousands of miles apart.

The "want ad." is the great force in the small affairs and incidents of daily life.

Gentlemen of the Retail Grocery Trade!

Are you doing your share in assisting the manufacturers in keeping their plants running in order to prevent idleness among the working people who are your main supporters?

You can do this most effectually by confining your purchase to goods "Made in Canada."

KELLOGG'S Toasted Corn Flakes is the only Cereal Food sold under the Kellogg name that is made in Canada.

All others are imported.

Your trade doesn't need them—then why not refuse to stock them?

Battle Creek Toasted Corn Flake Co., Ltd.

LONDON, CANADA

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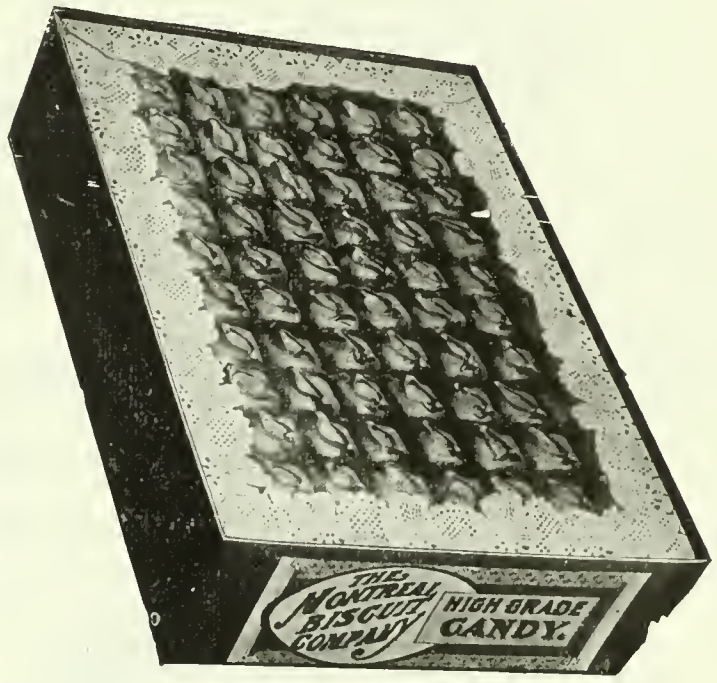
Send for a liberal sample of

"BORDO" Chocolates



The taste that is winning out will then be yours—you will know the real reason for "Bordo" success—the reason why of "Bordo" popularity.

Then when you consider the 60% *profit* you must realize the advisability of stocking this, the livest confection proposition ever offered the Canadian trade. There is only one "Bordo" and one "Bordo" flavor.

Try it. Send for sample.

The Montreal Biscuit Co.

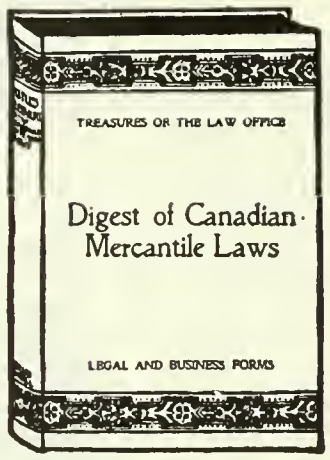
"Makers of Sweets That Satisfy"

Montreal

A BOOK THAT SAVES MONEY

"Digest of the Mercantile Laws of Canada"

A READY REFERENCE FOR BUSINESS MEN AND THEIR ASSISTANTS. A GUIDE TO THEIR DAILY BUSINESS



IN RENTING A STORE, PROCURING A LOAN OR COLLECTING A DEBT, THIS BOOK WILL SAVE YOU MANY DOLLARS

No work ever published in Canada equals it for business men. A veritable consulting library on this one line so universally needed. Based on Dominion and Provincial Statutes and Court Decisions. Indorsed by barristers, sheriffs, magistrates and conveyancers.

Below appears a few of the questions it answers. These are picked out at random from the book.

If you endorse a cheque which bank cashes, are you liable to the bank for the amount, if the cheque were forged or raised?—173.

(The figures after each question refer to the section in the "Digest" which gives the answer.)

Can Interest written "one per cent. per month" in a note be collected by "legal process?"—See sections 345, 185.

In going security on a note, what is the difference between writing your name on the face of the paper or on the back?—171.

Why is it that a verbal agreement to buy real estate with, say $100 paid down "to bind the bargain," does not bind either seller or buyer?—451.

If a proposition is made to you by letter and you accept it by letter, do you know the exact time when the contract is closed?—39.

How many years does it take a promissory note, a book account, a judgment or a legacy to outlaw in your province?—356, 359, 360, 367.

How long may the drawee legally hold a draft for acceptance?—209.

If a man, in the presence of witness, makes a verbal agreement to buy a wagon, say for $53, but does not take possession of it, will the sale be binding?—500.

What effect has it on a will if only one person signs it as a witness?—815.

If the wife or husband of a legatee signs the will as a witness, what is the effect?—816.

"A," in paying off a Mortgage, gave mortgagee a marked cheque on which was written: "This cheque is given and received as a full settlement and discharge of Mortgage No.———." Is that a legal discharge?—410.

If a person goes with his hired man to a merchant and says: "Give this man the goods he may need up to," say "$15, and if he does not pay you," say, "within thirty days, I will," will the promise bind him?—110.

If stolen goods are sold to an innocent purchaser for value, can they be taken from him?—513.

How may a person legally add "& Co." to his name, or use any special name other than his own as a firm name, without having a partner?—694.

"B" claims that the Canadian Bills of Ex. Act allows him two days, in addition to the day of presentment, to accept a sight draft, and then three days of grace in which to pay it—six days in all. Is he right?—209, 217.

If you rent a property for a year, the rent payable monthly, and remain on after the year expires, are you a yearly or a monthly tenant?—580, 608.

Can you garnishee a debtor's money deposited in a bank if you know it is there?—885, 295.

Forwarded direct post free on receipt of price.

Keep the book ten days, and if it is not worth the price, return it and get your money back. If remitting by cheque make same payable at par, Toronto. Eastern Edition, Price, $2.00. Special Western Edition, $2.50.

To meet the needs of subscribers in New Ontario and the Western Provinces, where land is under The Land Titles System of Registration, an Appendix of 16 pages, containing a synopsis of the Land Titles Acts, has been added to our regular edition, thus constituting a special "Western Edition." Price, $2.50.

Eastern Edition, Price $2.00 **Special Western Edition, $2.50**

THE MACLEAN PUBLISHING CO. LTD.

Montreal Toronto Winnipeg

BOOK DEPARTMENT

143-153 University Ave., TORONTO

The good old

T & B

Myrtle Cut

Without a doubt you have scores of customers who go out of their way to buy their tobacco from the tobacconist and who would give you this patronage as readily if you handled such favorite blends as Tuckett's "Myrtle Cut," "Orinoco" and "Our Seal." For a real live tobacco department which will make money for you without taking up much floor space or involving a big outlay for stock, try these three lines. Myrtle Cut is the tobacco your pater smoked and appreciated

Your wholesaler has it.

TUCKETT LIMITED

HAMILTON, ONT.

A Line of Merit

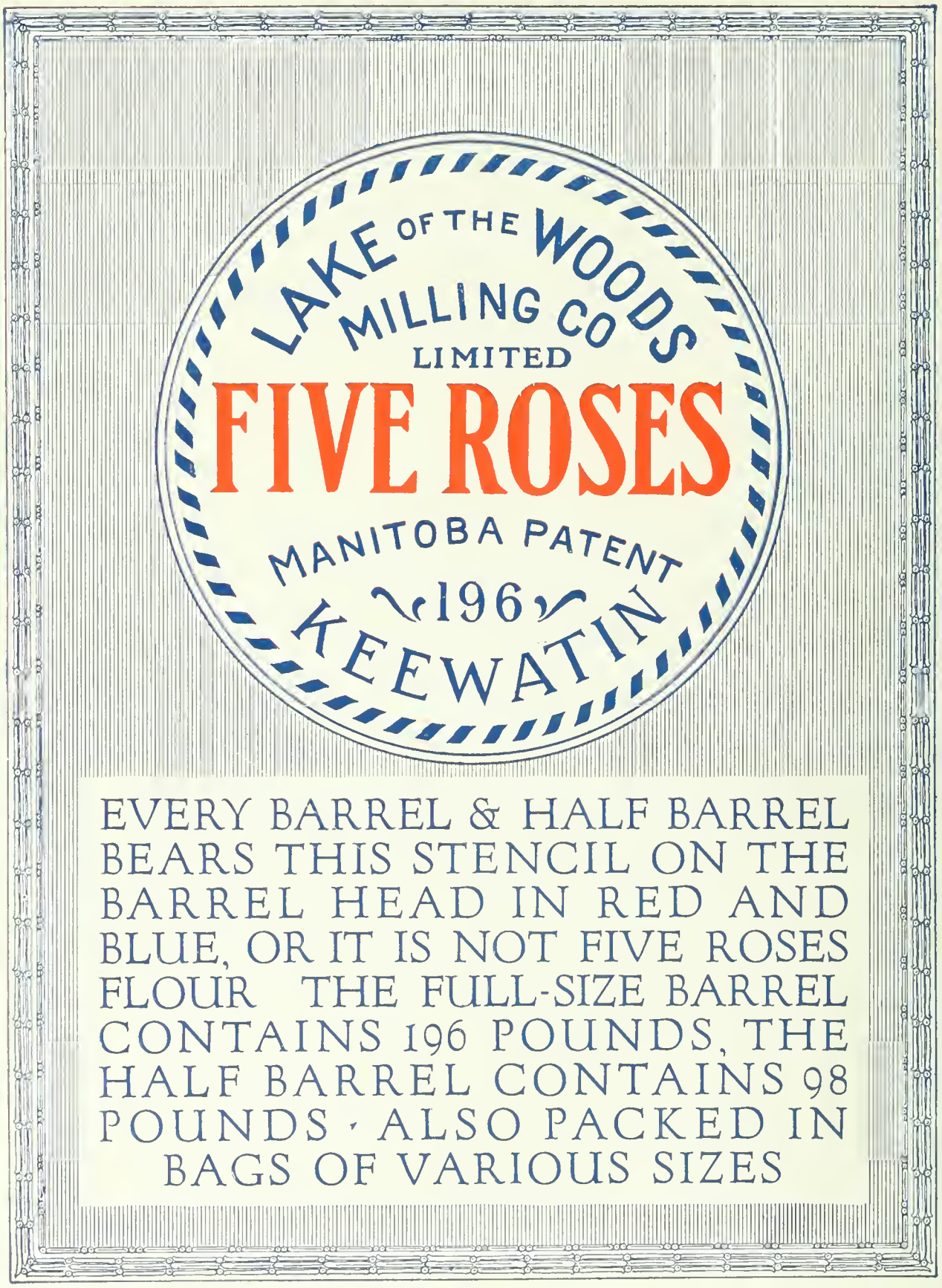
Reckitt's Blue is a live line—worthy of every attention, for Reckitt's Blue never varies, and satisfies every customer. Every packet has the same reliable qualities that characterise all goods bearing the name "RECKITT."

RECKITT'S BLUE

Satisfies old customers and brings new business.

RECKITTS' (Oversea) Ltd.,

122. Wellington Street West, TORONTO.


LAKE OF THE WOODS
MILLING CO
LIMITED
FIVE ROSES
MANITOBA PATENT
196
KEEWATIN
EVERY BARREL & HALF BARREL
BEARS THIS STENCIL ON THE
BARREL HEAD IN RED AND
BLUE, OR IT IS NOT FIVE ROSES
FLOUR THE FULL-SIZE BARREL
CONTAINS 196 POUNDS, THE
HALF BARREL CONTAINS 98
POUNDS · ALSO PACKED IN
BAGS OF VARIOUS SIZES

FEATURING SITUATION IN SUGAR

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVIII PUBLICATION OFFICE: TORONTO, SEPTEMBER 18, 1914 No. 38

WAR PRICES

Increased cost is the order of things in nearly all food products. This has developed an opportunity for the oyster, which will experience at least no material change in price. While oysters are regarded by many people as a luxury, they are as a matter of fact an economy, and it is up to the retailer to take full advantage of this opportunity.

On a basis of 35c a pint, oysters cost the consumer 25c a pound, and every ounce of it is nutritious and palatable. Compare this fact with the fact that there is a tremendous waste in all manner of flesh and the ordinary fish foods, and we believe you will agree that oysters are not only wholesome and nutritious, but an economical food.

Either "Coast Sealed" or "Sealshipt" oysters stand for more than all other brands combined. We can supply you with either of these and the advantage we had in quality last season, we believe, will be even more pronounced the present season.

To make the most of your opportunity the best stock and service obtainable are necessary. Oysters are not a side line with us. We confine ourselves to oysters and their requisites, viz., paper pails and display cases. We earnestly solicit your enquiries for further particulars.

CONNECTICUT OYSTER COMPANY

"Canada's Exclusive Oyster House"

50 Jarvis Street Toronto, Ont.

Retail Clerks' PRIZE CONTEST

Open to all Grocers, Butchers and General Retail Clerks in Canada

THIS is one of the most novel and interesting competitions ever offered to Retail Salesmen. The Prizes are substantial, and the conditions of the contest not at all difficult. It is up to you now to be a winner. We offer:—

First Prize - - -	**$100.00**
Second Prize - -	**50.00**
Third Prize - - -	**25.00**
Fourth Prize - - -	**15.00**
and Twenty Prizes each of	**5.00**

Here is a simple question. Can you answer it better than anyone else?

"What are the Ten Best Reasons why the Consumer should buy 'Swift's Premium Hams and Bacon'?"

TO THE Retail Salesmen who answer this question in the best way we will award the above prizes. What we want from you are ten good, strong, sound, convincing arguments as to why your customers should buy SWIFT'S PREMIUM HAMS and BACON.

Write at once or ask our Salesman for Application Blank giving full particulars.

Competition closes on 28th Nov., and all answers must be mailed on or before Dec. 5th.

Names of Prize Winners will be published in this paper in December 18th issue

SWIFT CANADIAN COMPANY
LIMITED
West Toronto, Ontario

Feeding the Masses

The people must eat—they are buying the most wholesome and economical foods. You can help them economize by selling the high quality

"Thistle" Brand

Haddies
Flaked Fish
Kippered Herring

We have still a good supply on hand and can fill promptly all immediate orders. People enjoy eating the sweet-tasting, ocean-flavored *Thistle Brand* fish, and dealers find them most profitable and easy to handle.

The freshly caught fish are carefully selected, cleaned and packed in a most scientific and sanitary factory. They are put up in ½ and 1 lb. sanitary, seamless tins—they always open up fresh and tempting.

Particularly during this time of economy dealers can increase their sales and realize a good margin of profit on these quality fish foods.

Order from your wholesaler.

Arthur P. Tippet & Company
AGENTS
Montreal, Que.

The public has learned to like

CHASE & SANBORN'S

High-Grade Coffees

Therefore, it is up to you and us to see that their wants are supplied. That will mean satisfaction to three parties—the customers, you, and ourselves.

Chase & Sanborn, - Montreal

HIGH-GRADE COFFEES

E. S. & A. ROBINSON, LTD. BRISTOL, ENG.

EXPORT MANUFACTURING STATIONERS,
COLOR PRINTERS—COLLAPSIBLE CARD-BOARD BOX MAKERS.

PAPER BAG MAKERS

SPECIALITIES:—

TEA AND COFFEE BAGS.
LABELS, LITHOGRAPHED AND EMBOSSED
SHOWCARDS—CALENDARS.
OFFSET AND EMBOSSED LETTER-HEADS.
ENVELOPES OF EVERY DESCRIPTION.
EVERYTHING IN PAPER AND PRINTING
FOR *THE MANUFACTURING PACKER.*

Mail Enquiries for Samples and Quotations, to

E. S. & A. Robinson Ltd., Bristol, England

News *from* The Front of the Reindeer Booth at the C. N. Exhibition

75 to 90 Per Cent.

of the thousands of people who tasted Reindeer Brand Coffee and Cocoa placed orders for one or both and

went away with the pleased expression of one who had made an important discovery—one who was satisfied that the discovery was well within her reach, knowing that she could obtain either Reindeer Coffee or Cocoa in her own town and from her own grocer.

Out of the thousands of women at the Canadian National Exhibition who placed orders for tins of Reindeer Coffee or Cocoa there may be dozens, even hundreds from your town—women who are now using these delicious beverages in their homes and who will require more.

Are you going to supply them?

We have done our part to set the ball a-rolling for you as well as for ourselves—will you give it a push and cash-in on what promises to be a growing demand?

Order a trial dozen of each.
Get them on display.

Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Building
Vancouver, B.C.

JAPAN TEAS

FURUYA & NISHIMURA

No other coffee will give your customers

so much real satisfaction with so little trouble as

SYMINGTON'S
Regd Trade Mark
COFFEE ESSENCE

Stock it regularly—they will buy it regularly. Ensures good profits and quick sales. Ask your wholesaler for list to-day.

THOS. SYMINGTON & CO.,
Edinburgh and London

Agents: Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal, Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.

40 Cups from one bottle

We are persistently telling your customers about

KNOX GELATINE

calling their attention to its CONVENIENCE, showing them how to make DELICIOUS DESSERTS with it, telling them about the EASE OF PREPARATION, and, the BIG QUANTITY of jelly each package makes. This steady advertising makes a steady demand for KNOX GELATINE and you can secure lots of sales if you'll take advantage of it. We'll help you! IT PAYS you to sell KNOX GELATINE,—there's a splendid profit in every package.

CHAS. B. KNOX & CO.

Johnstown, N.Y.

It MUST be GIPSY —— and why

GIPSY is a household word for intense blackness, ease of polish and lasting brilliance. GIPSY and "Satisfaction" are synonymous terms. It must be GIPSY to satisfy your customers and what satisfies them must gratify you.

GIPSY Stove Gloss

Order from your Wholesaler.

HARGREAVES (CANADA,) LIMITED,
33, Front Street, E. TORONTO.

Western Agents: For Manitoba, Saskatchewan & Alberta: Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia & Yukon: Creeden & Avery, 117, Arcade Buildings, Vancouver, B.C.

Don't Buy "An Electric Coffee Mill"

Buy a COLES GUARANTEED ELECTRIC MILL

There's a tremendous difference — as great as there is between an unsigned check and a signed one.

When the name COLES is on your mill you're certain it's "right."

Have you a copy of Catalogue 913C?

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

COLES MANUFACTURING CO.

1615 North 23rd St. PHILA., PA

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.

this is the Jam that gets trade and holds it

Our prices have not been advanced on account of conditions arising from the war except a few unmanufactured lines requiring considerable quantities of sugar.

The big volume of E.D.S. newspaper, magazine and street car advertising is getting new trade for dealers who handle the high quality E.D.S. Pure Jams and Jellies. The superb deliciousness and 100% purity makes every customer a come-back.

Made only by

E. D. Smith & Son Limited

WINONA ONTARIO

AGENTS:

NEWTON A. HILL	Toronto
W. H. DUNN	Montreal
MASON & HICKEY	Winnipeg
R. B. COLWELL	Halifax, N.S.
A. P. ARMSTRONG	Sydney, N.S.

We have done our part ——will you do yours?

Demonstrated to the hundreds of thousands of visitors at the Canadian National Exhibition, Kellogg's Toasted Corn Flakes have proved their true wholesomeness as a delicious, appetizing breakfast food.

An entirely Canadian product, made in London by Canadian workmen, this famous cereal has struck the keynote of the Canadian demand.

Your customers were there—they saw and tasted—the demand is started. Will you supply it?

Notwithstanding the enormous advance in all our ingredients, Kellogg's Toasted Corn Flakes will still retail at

10c.

"The only cereal food sold under the Kellogg name that is made in Canada."

Kellogg's

Battle Creek Toasted Corn Flake Co., Ltd.

LONDON, ONT.

They enjoy the goodness of

SIMCOE Baked Beans

that's why they keep on buying.

Sell your customers a case at a time, and help them economize —you get a larger turnover.

Dominion Canners, Ltd.

Hamilton, Canada

The Brand of Quality

Ninety-nine people out of a hundred in Canada use!

WINDSOR TABLE SALT

Isn't it better for you to make ninety-nine sales, than only one?

Canadian Salt Co., Limited
WINDSOR, ONT.

Your Women Customers

never think of sealing preserves and jellies without thinking of

Parowax
(Pure Refined Paraffine)

Parowax insures against moldy, spoiled jars. The housewife knows it. She knows that Parowax is the biggest help on wash-day too.

Order your supply of Parowax now. It means a steady, profitable trade, a quick turn-over, well-satisfied customers.

Parowax is put up in 1/4 lb. cakes, packed 4 in a carton; 20, 40 or 100 cartons in a case.

THE IMPERIAL OIL COMPANY, Limited

Toronto	Montreal	Winnipeg	Vancouver
Ottawa	Quebec	Calgary	Edmonton
Halifax	St. John	Regina	Saskatoon

YACHT CLUB SALAD DRESSI
20 OZ. NET WEIGHT
YACHT CLUB
TRADE MARK
SALAD DRESSING
AND
COLD MEAT RELISH.
UNEQUALLED FOR LOBSTER SHRIMP, CHICKEN AND ALL SALADS.
PREPARED FROM THE BEST AND PUREST MATERIALS WILL KEEP GOOD IN ANY CLIMATE.
None genuine without above Trade Mark and Signature of
PACKED FOR
Tildesley & Co
CHICAGO, ILL.

YACHT CLUB SALAD DRESSING

Every year's increasing sales are positive proof that Yacht Club Salad Dressing is the most completely satisfying article of its kind on the market.

The quality of the dressing is supreme, and the bottle with its convenient screw top adds to the consumer's appreciation.

We would like to know just how many Canadian merchants now sell five cases of Yacht Club Salad Dressing in the same length of time they formerly sold one case.

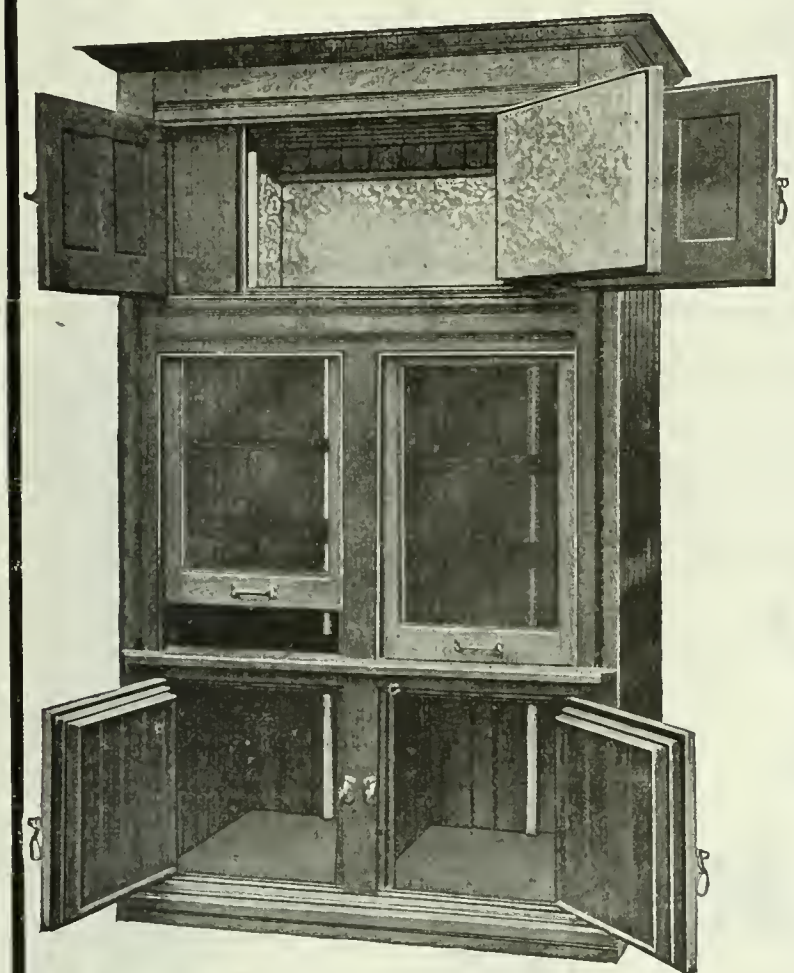
If you have not yet displayed Yacht Club and urged its sale, there's a pleasant and profitable experience awaiting you.

W. G. Patrick & Co., Ltd.

Montreal Toronto Winnipeg Vancouver

TILDESLEY & CO., CHICAGO, U.S.A.

ARCTIC



The Liberal Air space in the "Arctic" refrigerator gives free circulation to the dry cold air, and produces the maximum cold from the minimum ice consumed.

This is why the "Arctic" ice consumption is almost half that of most refrigerations and the reason why it is so efficient in its refrigeration results.

To-day the "Arctic" stands pre-eminently the proven refrigeration success —the real economizer for the grocer.

All we ask is to be given a choice to prove our claim—you be the judge.

Write for particulars.

John Hillock & Co., Limited

TORONTO

Agents:—Western Ontario: J. H. Galloway & Co., Hamilton.
Saskatchewan: Western Butchers' Supply Co., Regina, Sask.
Montreal: W. S. Silcock, 33 St. Nicholas St.

"SOVEREIGN"

SALMON

FINEST BRITISH COLUMBIA

SOCKEYE

QUALITY

IS OUR FIRST

CONSIDERATION

PACKED BY
THE ANGLO BRITISH COLUMBIA PACKING CO. LTD.
VANCOUVER, B. C.

"COW BRAND"
Baking Soda

Over Seventy Years the Leading Household Requisite

For trade satisfaction and profit there is no line of Baking Soda quite so good as **Cow Brand.**

Customers have expressed their confidence in its work and it needs no long argument to point to the advantage of your stocking it.

Your wholesaler will supply you.

CHURCH & DWIGHT

Limited

Manufacturers MONTREAL

Tartan BRAND

THE SIGN OF PURITY

You can rely on us to give you Best Service and Best Prices possible during the present unrest and trouble.

BALFOUR, SMYE & CO., Wholesale Grocers **HAMILTON**

'Phones: No. 3595, 3596, 3597, 3598, 748, 462; 1807 Night 'Phone.

PUBLIC interest in Sugar has never been keener than it is to-day. Since the war broke out the increased importance of food supplies has led women to give unusual attention to their sugar, and to note and appreciate the exceptional quality, cleanliness and convenience of

Redpath

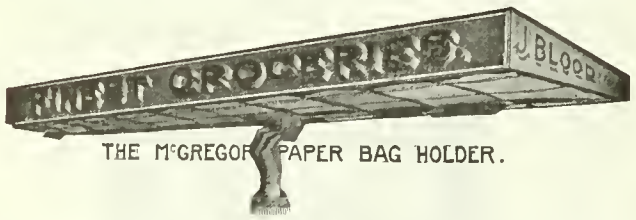
Extra Granulated **SUGAR**

in 2 lb. and 5 lb. Cartons

Now is the time, by a little extra attention, to get your sugar trade largely on a Carton basis. You'll find the REDPATH Cartons will save you time and trouble —look neater and more attractive in your windows and on your shelves—and prevent waste and loss.

CANADA SUGAR REFINING CO.
MONTREAL Limited

A store convenience — costs little — gives big service



THE McGREGOR PAPER BAG HOLDER.

Holds every size bag from ¼ to 10 lbs. Always ready. Saves time, space and waste of bags. Supply of bags is laid in the top; one by one is secured as required. The most practical bag holder made. You cannot afford to be without one. Write for Prices and detailed particulars.

For sale by all first-class jobbers or

The O. P. McGregor Paper Co., Limited

411 Spadina Ave., Toronto

APPLES

WE OFFER

1,000 Barrels first-class Fall and Winter Apples —all from sprayed orchards.

O. E. Robinson & Co., INGERSOLL ONTARIO

IN A CLASS BY THEMSELVES

That is what we claim for

Clark's Pork and Beans

You ask "WHY"?

Because nothing but absolutely the purest and best is used in their preparation.

Because they enable you to hand your customer the high-class article at a moderate cost.

Because they have by far the largest sale in the Dominion of Canada.

DON'T LAG BEHIND. GET YOUR SHARE OF THE SALES

W. CLARK, LIMITED, MONTREAL

The Best Proofs

of the PRE-EMINENCE of the

Continental Grocery Bags

are the bags themselves.

Manufactured for those who use the best.

Ask the man who uses them

The Continental Bag & Paper Company, Limited

Manufacturers **OTTAWA**

Branches, Montreal and Toronto.
Agencies throughout Canada.

Century Salt

Pure, even crystals

This is the evidence of the extreme care taken in the refining and packing of **Century Salt.** The salt that is best for table or dairy. Every store should handle Century. Order from your wholesaler or direct. We ship promptly. Get our quotation on assorted carloads

THE DOMINION SALT Co. Limited

SARNIA - ONTARIO

King George's Navy is a winner

For profit and customer satisfaction dealers will be well advised to stock and push the popular chewing tobacco—King George's Navy. It surpasses all others in quality and flavor. It is delicious, sweet and non-irritating. A winner wherever introduced.

Rock City Tobacco Co.

LIMITED

QUEBEC, WINNIPEG

"Sherer's" Grocery Counter

For 20 Years the Leader

and leadership means excellence, but unfortunately it also means *imitators,* and cheap ones at that.

PATENT PENDING

The argument in favor of the Sherer Counter is perfection in adaptability to the grocer's use—perfection in material and perfection in construction.

The Imitator's talk is of the cheapness of his product.

But Quality is worth the price, and the name of "Sherer" on a Counter is a guaranty of Quality.

Full information in our free Catalog Number C10

SHERER-GILLETT COMPANY

Head Office: Chicago, Ill.

Canadian Office and Factory: Guelph, Ont.

"M.M." Pickle

"Crowns the Feast"

This superlative pickle-relish is rapidly gaining favor with the leading wholesale and retail grocers throughout the Dominion. Improve your trade by stocking it.

John Burgess & Son, Ltd.
(Established 1760)
Sauce and Pickle Manufacturers
LONDON, ENGLAND

Sole Canadian Agents:
Davidson-Bowles, Limited
86 Wellington Street West
TORONTO

Every one of your customers knows the Quaker brand as a mark of quality

All over the world—in every part of the British Empire—in the United Kingdom, India, South Africa —Quaker products are found.

The Quaker figure on your flour would help its sale because in the minds of your customers it would carry a guarantee of quality on every sack.

Why not add Quaker Flour to your stock of other Quaker products?

Total Flour Capacity
5,000 Barrels Per Day
Sold the World Over

QUAKER FLOUR

Made by the Manufacturers of
Quaker Oats, Puffed Wheat, Puffed Rice, Etc.

The Quaker Oats Company Peterborough, Ont., and Saskatoon, Sask.

CALIFORNIA DRIED FRUITS

RECEIVED INTO STORE THIS WEEK

1 Carload, 1914 Crop, "PRIMUS Brand"

Choice Evaporated Peaches and Apricots
Faced, 25-lb. boxes.

1 Carload, 1914 Pack

Griffin & Skelley, White and Green Asparagus
2½'s and 1's cans.
Hawaiian Pineapples, sliced and grated,
2½'s, 2's and 1's cans.
Finest quality.

BLUEBERRIES, Canned, 2's

1,000 Cases, 2 doz. each..... $1.40 doz.

SEEDED RAISINS and MUSCATELS

1,000 Cases, G & S, 3 crowns, loose, 50 lbs. ... .08½ lb.
500 Cases, Choice, 12 oz., 45 packages..... .08¼ pk.

GET OUR PRICES ON THE FOLLOWING:

1914 CROP

Valencia Raisins,
Malaga Table Raisins,
Sultanas, Currants.
Tarragona Almonds,
Shelled Almonds,
Filberts.
Evaporated Apples.

WE CAN SUPPLY YOUR REQUIREMENTS. WE HAVE THE STOCK
WE DELIVER THE GOODS. PRICES REASONABLE

Teas, Coffees, Spices (a specialty).

"SATISFACTION" OUR MOTTO

L. CHAPUT, FILS et CIE, Limitée

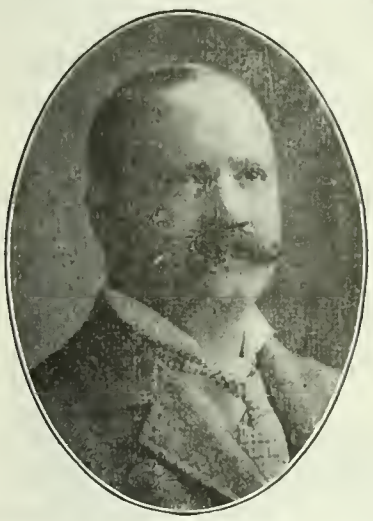
WHOLESALE GROCERS AND IMPORTERS

2, 4, 6, 8, 12 and 15 DeBresoles Street - - - - MONTREAL

ESTABLISHED IN 1842

St. Lawrence Sugars

We are glad to advise that we are catching up with our orders and are now making fairly prompt shipments.



THE TEST OF TIME

For more than forty years, Electric Paste Stove Polish has met every requirement of thousands upon thousands of critical housekeepers.

What more could you ask? Have you tried it yet?

Place your order now, so as to avoid delay, as we are away behind on our orders. Selling agents for Canada are—

D. J. McLeod & Co., Edmonton, Alberta; Orr & MacLain, Winnipeg; E. B. Thompson, Toronto, for Western Ontario; G. C. Warren, Regina, Sask.

Length, 425 feet. Height, 115 feet. Capacity: 200,000 Barrels a year. Depth, 120 feet.

THE FRONTENAC BREWERIES, the finest, largest and best equipped in Canada

Frontenac Beer is Selling

Have you a stock? The new ½-doz. or full dozen cardboard package enables customer to carry it home under the arm. An idea appreciated both by latter and retailer.

Canada's Largest Brewery wants to do business with you.

THE FRONTENAC BREWERIES LIMITED, MONTREAL

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

Established 1859.

GEO. STANWAY & CO.
TORONTO

Representing Phoenix Packing Co., Fresno, Cal., dried fruits. J. H. Todd & Sons, Victoria, B.C., Salmon brands: "Horseshoe," "Tiger," and "Sunflower."

CHARLES H. COLE

Agent for McVitie & Price, Jas. Pascall, T. W. Beach, Johnston-Baird Co., etc.

New Address:
33 Front Street East - Toronto
Montreal Office: 501 Reade Bldg.

MORROW & COMPANY
CEREALS

TORONTO, - - - - CANADA.
Rolled Oats, Ostmeals, Rolled Wheat, Split Peas, Pot and Pearl Barley, Graham Flour, Buckwheat Flour, Potato Flour, Wheatlets, Cornmeal, Lentils, Beans and Peas, Domestic and Imported; Sal Soda, etc., etc. Write for prices and samples, carloads and less.

"We are in the market for White Beans, small or large lots. Send samples and prices immediately."

W. H. Millman & Sons

Wholesale Grocery Brokers
TORONTO

W. G. PATRICK & CO.
Limited.
Manufacturers' Agents and Importers.
51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

HENRI DE LEEUW
28 Front Street E. TORONTO
RICE, COFFEE, DRIED FRUITS, SEEDS, CANNED and FRESH FISH, CHEESE: EDAM, STILTON, ROQUEFORT; CONFECTIONERY, ETC.

WESTERN PROVINCES.

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG.
We solicit accounts of large and progressive manufacturers wanting live representatives.

G. C. WARREN, REGINA SASK.
Importer, Wholesale Broker and Manufacturers' Agent.
Trade Established, 15 years.
Domestic and Foreign Agencies Solicited
Warehouse: 1313 Garnet St.

LEADLAY LIMITED
Grocery Brokers and Importers
WINNIPEG TORONTO CALGARY
332 Bannatyne 309 King St. W. 510 Ninth Ave. W.

W. H. Escott Co.,
LIMITED
Wholesale Grocery Brokers and Manufacturers' Agents
Commission Merchants
WINNIPEG REGINA
CALGARY EDMONTON

Hamblin & Brereton
LIMITED
Importers and Manufacturers' Agents.
Winnipeg, Calgary, Vancouver.
We call on the Jobbing and Retail Trade.

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

COCKBURN-NOLAN CO.
Limited
Importers, Brokers and Commission Merchants
Representing Pugsley-Dingman Co., Limited. Canned Foods, Limited.
312-314 Ross Avenue, Winnipeg.

WESTERN PROVINCES—Continued.

H. G. SPURGEON
WINNIPEG
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce. P.O. Box 1812.

FRANK H. WILEY
Wholesale Commission Merchant and Grocery Broker
757-759 Henry Ave., WINNIPEG

Ruttan, Alderson & Lound, Ltd.
Successors to
RUTTAN & CHIPMAN
Commission Brokers
WINNIPEG. MAN.

BRITISH COLUMBIA.

The Campbell Brokerage Co.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street, - Vancouver, B.C.

NEWFOUNDLAND.

T. A. MACNAB & CO.
ST. JOHN'S, - NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition, and private.

QUEBEC.

SPLENDID CONNECTION
Amonst the Jobbers and Retailers.
I am open for a few more agencies, and can handle them to advantage.
Have You a Line of Candy Gross Goods?
The CLAUDE BEAUCHAMP Imports Limited.
223 Commissioners St., Montreal.

KINDLY MENTION THIS PAPER WHEN WRITING ADVERTISERS

Agencies Solicited

For many years have had first-class connection with both retail and wholesale grocery trade.

J. W. Lapointe

458 St. Antoine St. Montreal

Phone Main 836. Room 5.

H. D. GODARD & CO.

207 St. James Street,
Montreal, P.Q.

BROKERS AND MANUFACTURERS' AGENTS

We would like two more good Canadian agencies, also one British or foreign.

Canadian and American Preserved Goods.

Agency required for the above by responsible firm. Can secure large orders from highest class London Houses. First-class references. British Commercial Agency, 44-46 Scrutton Street, Finsbury, London, England.

Agencies Required by London House.

Preserved goods, pulp and paper. Large output absolutely assured. High-class references. Haslam & Co. 91 Worship Street, Finsbury, London, England.

THOSE WHO KNOW

the delicious uses of

MAPLEINE

will thank you for supplying them.

ORDER FROM

Frederick E. Robson & Co., 25 Front St. E., Toronto, Ont., Canada,

Mason & Hickey, 287 Stanley St., Winnipeg, Man., Can.

CRESCENT MFG. CO.
SEATTLE, WASH.

The failure to stock some standard commodity may be the means of a merchant losing trade.

Mathieu's Nervine Powders

MATHIEU'S
NERVINE POWDERS
For Headache and Neuralgia
Contain no Opium, Morphine or Chloral.
One powder will relieve and a few powders will cure you,
If you have a bad headache,
If you are feverish,
If you do not sleep well,
If you are nervous,
If you have LaGrippe,
If you suffer from neuralgia
These powders are very good for children cutting their teeth.
18 Powders for 25 cents
DIRECTIONS

are recognized everywhere as a specific remedy in all cases of headaches, and they can be recommended by every merchant with perfect safety as an effective remedy. Don't lose trade by allowing your supply to run short.

If you don't know them, try **Mathieu's Nervine Powders** yourself at our expense as per coupon attached. For all forms of colds Mathieu's Syrup of Tar and Cod Liver Oil is recognized as a safe and effective cure.

The
J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of **Mathieu's Nervine Powders** to the following address:—

Name .....
With (Name of firm) .....
Street .....
City or town .....Prov.....

OAKEY'S KNIFE WELLINGTON POLISH

JOHN OAKEY & SONS, LIMITED.
LONDON, ENGLAND.

AGENTS:

Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermed St., Winnipeg.

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper

---

For You!!

Have you investigated our Turkish **Delight Proposition?**

A few dealers thought there was "nothing to it" until they got prices and samples. Then they started to **sell**, and have been increasing all along.

Sultana Turkish Delight is really rich, and a profit-winner.

Write

Oriental Produce Co., Montreal

7-20-4

These Figures

do not represent a sum of money. They stand for one of the quickest selling and most satisfactory smokes on the market.

7-20-4 CIGARS

are sure repeaters. Made only from choice leaf—a dandy, enjoyable smoke at a minimum price.

Write to-day—have a smoke at our expense.

Sherbrooke Cigar Co., Limited
SHERBROOKE, P.Q.

7-20-4

Still Leading

Although Fraser River Red Sockeye Salmon has advanced considerably, yet our Gazelle Brand is selling at a parity with the actual cost price to us.

GAZELLE

The best in the Land

Our price is $2.25 per dozen.

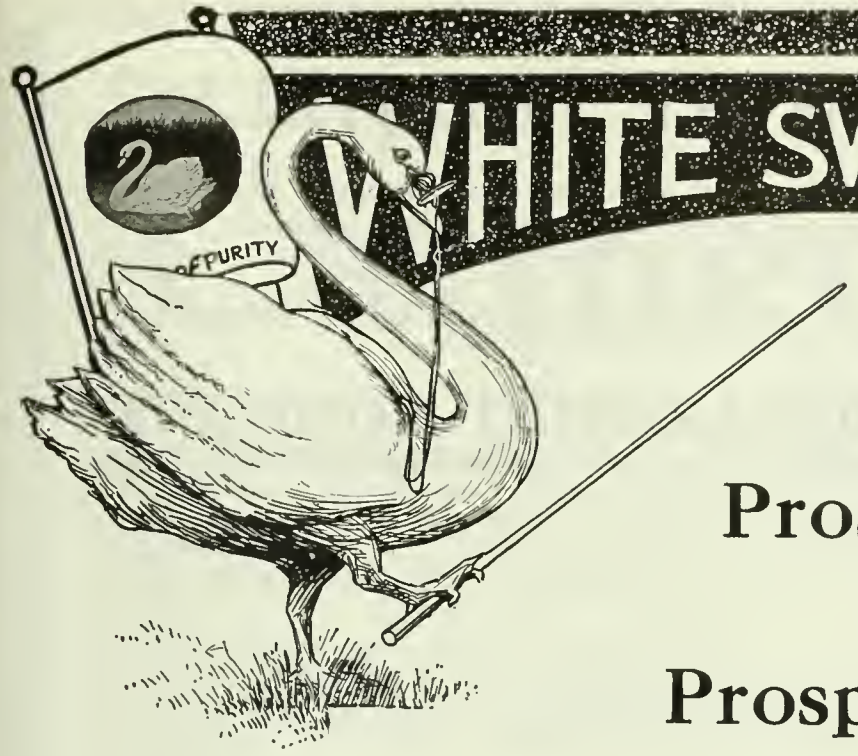
Terms---Net 30 days f.o.b. Montreal.

In five case lots or over, freight allowed up to 40c. per 100 lbs.

Our present stock is 4000 cases.

Hudon, Hebert & Co., Limited

MONTREAL



No. 19

Prosperous Farmers make Prosperous Merchants

If the figures below do not go to prove the prosperity of the Canadian farmer, then figures must lie. Crops generally are good and prices are almost all greatly advanced over last year, and back of all this is a four and a half million dollar increase in exports and not the least—daily announcements of Allies' victories.

COMPARATIVE FARM PRODUCE PRICES

With the farmers receiving these big prices, why the scare?

	This Week	Last Year
Wheat	$ 1 20 to $ 1 25	$ 88 to $ 90
Oats, bushel, feed	57 to 62	38 to 40
Barley, bushel, feed	70 to 00	58 to 60
Timothy hay	21 00 to 22 00	16 00 to 18 00
Baled timothy, new	15 00 to 16 00	13 50 to 14 00
Cattle, good to choice	8 00 to 9 25	6 00 to 7 05
Hogs, f.o.b.	9 50 to 10 00	9 15 to 9 65
Calves	5 00 to 11 00	3 50 to 10 00
Yearling lambs, cwt.	7 00 to 7 50	6 25 to 6 75
Sheep, ewes, cwt.	4 00 to 6 50	2 50 to 5 00
Butter, pound	28 to 32	30 to 35
Eggs	30 to 35	30 to 35
Potatoes, bushel	65 to 75	75 to 85
Apples, basket	15 to 40	25 to 35

Where possible prices are taken from the Farmers' Market retail quotations.—The Toronto Globe.

These prices are all backed with optimistic war news. Why then be pessimistic?

Now size this up for yourself. Even at the first there was no logical reason for a scare — now there is not even the ghost of an excuse. Canada has had the advantage, is having the advantage and will continue to have the advantage. It's a cold-blooded thing to say, and yet it is true that "this, the greatest war the world has ever known, is the very making of our Dominion."

With the farmers prosperous you will find prosperity knocking at your door. Money will get into circulation again, collections will be easy, trade will be brisk.

Now is your time to get busy. Go after new business and hold the old by offering the right goods—goods that will earn for you the good-will of the people — goods that are approved by the Government and labelled with the Government Form of Warranty — *White Swan Goods.*

Write for catalogue.

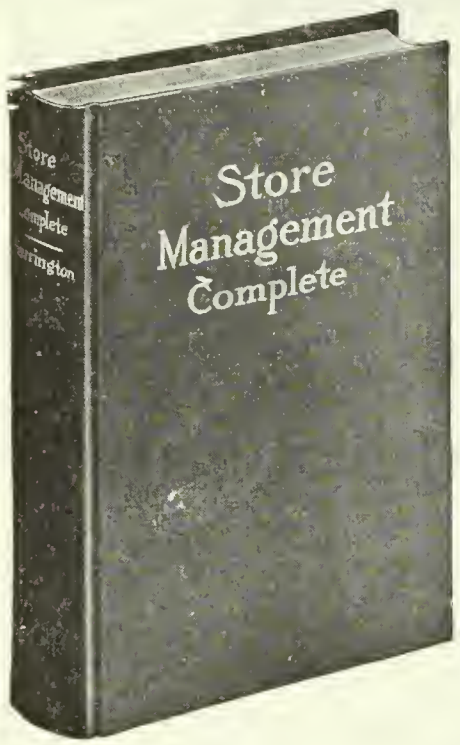
WHITE SWAN

SPICES AND CEREALS, LIMITED

TORONTO, ONT.

Look for White Swan Logic next week

ARE YOU THE MAN AT THE HELM?



Are you running your ship of business along the shortest and safest course to the harbor of success? Or are you going a roundabout way, scratching and scraping along the rocks of loss and failure.

Get in the right course, be on the lookout for new thoughts, ideas, schemes, etc., and you will have a successful run.

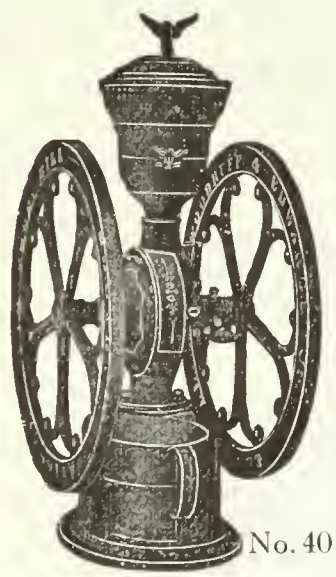
STORE MANAGEMENT COMPLETE

is a guide that will show you how to get the maximum trade and profit out of your business. This book is written by Frank Farrington (a companion book to "Retail Advertising Complete.") It tells all about the management of a store. The following is a synopsis of one of the chapters:

CHAPTER V.—THE STORE POLICY—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivery goods. Substitution. Handling telephone calls. Courtesy. Rebating railroad fare. Courtesy to customers.

"Store Management—Complete" is bound in cloth, contains 272 pages, 16 full-page illustrations, and 13 chapters. $1.00 brings this book to you postpaid. Money refunded within 10 days if not satisfactory.

TECHNICAL BOOK DEPARTMENT
MacLean Publishing Co.
143-153 University Avenue **TORONTO**


No. 40

The Elgin
steel-cutting
COFFEE MILL

We guarantee the Elgin National Coffee Mill to grind faster than any other mill of a corresponding size. It is fitted with the new style force-feed steel-cutting grinders and a special adjuster. This equipment allows the perfect and instantaneous regulation of the mill and cuts the coffee beans instead of pulverizing them. Our catalog will give you full particulars and show you the various styles we make.

One of our jobbers is right in your territory.

HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.; R. B. Hayhoe & Co.; Minto Bros.
MONTREAL—The Canadian Fairbanks Co. (and branches); Minto Bros.
QUEBEC—Minto Bros.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co.; Dearborn & Co.
WINNIPEG—Blue Ribbon, Limited (and branches); The Codville Co. (and branches).
REGINA, SASK.—Campbell, Wilson & Stratbdee, Ltd.
SASKATOON—Campbell, Wilson & Adams, Ltd.
EDMONTON, ALTA.—The A. MacDonald Co.
CALGARY—Campbell, Wilson & Horne, Ltd., and P. D. McLaren, Ltd.
FERNIE, B.C.—The Western Canada Wholesale Company, Ltd.
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelly, Douglas & Co., Ltd.; Empress Manufacturing Co.

MADE BY **Woodruff & Edwards Co.**
ELGIN, ILL., U.S.A.

Here are a few of

McVitie & Price's
BISCUITS

established favourites from the Old Country, which every grocer should stock

DIGESTIVE.	"The Premier Biscuit of Britain." Finest wholemeal.
SCOTTISH ABERNETHY.	The Scottish favourite.
ACADEMY CREAMS.	Rich cream-filled shortbread biscuit.
CREAMY CHOCOLATE.	Chocolate biscuit filled with cream.
OSBORNE.	The standard Old Country biscuit, delightful flavour.
RICH TEA.	Popular Scottish tea biscuit.
SMALL PETIT BEURRE.	Fine butter flavour.
CORONATION.	Rich shortcake.
BUNTY CREAMS.	Butterfly shape, cream sandwich, almond flavour.
BUTTERETTE.	Light short-eating cracker.
ROYAL SCOT.	Ideal tea or coffee biscuit.

Recognized Official Agents in the following cities:—Halifax, Montreal, Toronto, Winnipeg, Calgary, Edmonton, Lethbridge, Vancouver and Victoria.

Canned Salmon

We are offering special prices on our new pack

"ANCHOR" Brand Salmon,

the finest Fraser River Sockeye Salmon, in 1-lb. talls and ½'s flat.

Get our prices before placing your order.

EBY-BLAIN, LIMITED

Wholesale Grocers

TORONTO

McLAREN'S Invincible Jelly

is never touched by human hands in manufacture

Our operators are thoroughly experienced, cleanly, and work under the very best possible factory conditions, and yet we do not allow a hand to come in contact with our products in course of manufacture. From the raw materials everything is handled by the latest machinery, including the packaging, etc. Only the purest and finest quality of materials are used in McLaren's Invincible Powdered Jelly—the best quality of odorless, tasteless, clear gelatine; the best quality pure cane sugar and the juices pressed from the various fruits.

Anticipate a bigger demand than ever and order your winter's stock NOW.

McLarens Limited

HAMILTON, CANADA

You Need a "Barr"!

The Barr Account Register System saves labor, increases efficiency, makes collections easier, shows the customer's account posted to last purchase—is the most practical Account Register System on the market to-day—has new and exclusive time and labor-saving features not found in other account systems — requires less space and is easier and quicker to operate—is built in floor cabinet and counter cabinet styles for 100 to 1,000 accounts. You need the best—instal the *Barr*.

Counter Cabinet Register—Closed

Special Notice to Merchants

The Barr Register is a bona-fide Canadian invention, fully protected by valid patents. There never have been any legal proceedings against above patents, notwithstanding all competitors' talk to the contrary. We make this announcement as we understand that some merchants have been imposed upon and induced to buy other Account Registers through such talk. (Signed) Barr Registers, Limited.

It will put you under no obligation to write to-day asking for fuller particulars and a demonstration.

Barr Registers, Limited

Trenton - Ontario

GREAT BRITAIN: Head Office, Dacre House, 5 Arundel St., Strand, London, W.C.

FACTORY: Birmingham, England

A window display of Banner Brand Jam that produced many new sales—a similar display can be set up with little trouble; results make it well worth while.

Here's What Makes The Sales

The high quality, moderate price and useful tumbler container are some of the sales-producing factors that have created an unprecedented demand for these pure fruit Jams. We have increased our staff and are working night and day to ensure prompt delivery of orders.

The adoption of the new **Anchor Cap** tumbler is just another result of our unswerving policy to give the best possible value for your money. The old style was good, but this style is better—it keeps better, it is absolutely air-tight and sanitary, it looks better and sells better.

NO ADVANCE IN PRICES

Despite the increased cost due to this improvement and to the big jump in sugar, this new tumbler will retail at 10c. We're even giving you better value than ever before With these popular-priced pure fruit jams on display, you will enable your customers to economize very materially in the matter of fruits for the Fall and Winter.

Every ounce of Lindners' Banner Brand Jams, Jellies and Marmalades is pure, wholesome and delicious—made of fresh, ripe fruit, apple jelly and cane sugar. That's all.

Banner Brand Jams are also put up in 12-ounce glass jars and No. 2, 4 and 5 gold-lacquered pails—all flavors.

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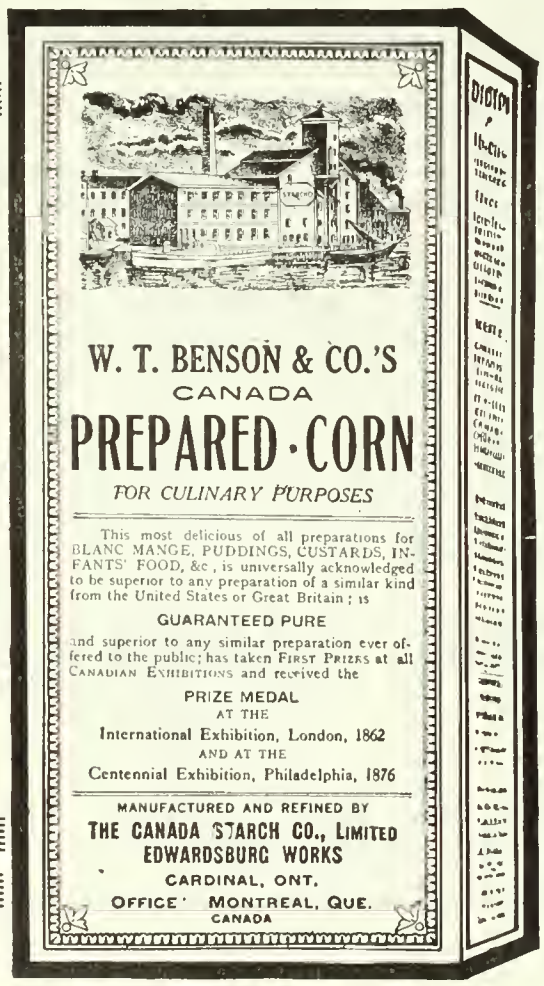
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CANADIAN GROCER

VOL. XXVIII SEPTEMBER 18, 1914 No. 38

The Sugar Situation and Future Molasses

Increases Already Made in Molasses Are a Protection From Unusually Low Prices Which Prevailed—Price of Raw Sugar Would Warrant Greater Advances — Speculation as to Spring Prices in Molasses—Corn Syrup Time.

THERE is much of interest in a study of the sugar and molasses situation at the present time, especially when it is considered that molasses is a product of the same raw material as sugar (cane). As for the future, there is plenty of room for speculation.

The advance which has been made in the price of molasses up to the present time has been 6c on the Montreal market. Let us consider the cane situation. It is figured that 1c per pound advance on sugar represents 7c a gallon advance on molasses. At original ports at the the present time there has been an increase of some 3c for raw sugar. On the face of it this would warrant an advance of 21c a gallon for molasses.

The advance which has been made, however, has little bearing on the sugar situation, although both are products of the same original. That is for the time being. The reason is that no molasses is made at this time of year. The Canadian trade had, before the war commenced, supplies sufficient to last through the winter. In fact, the stocks in the hands of the wholesalers and in the hands of the trade throughout the country also were unusually large. The making of molasses will recommence some weeks after the first of the year, and there will be supplies available shortly after. But it is not usual that shipments are made to Montreal after the opening of navigation, unless the country is bare of supplies, and this is not likely to occur in the spring of 1915 in view of the present holdings. There is then no serious fear of a direct effect upon the molasses supply until after the opening of navigation in the spring.

Reason for the Advance.

Why, then, might be asked, the increase which has been made? The advance is a comparatively small one in view of the conditions. In the first place, molasses were never cheaper than before the war, and they are not dear to-day; then there is the high cost of sugar, which is an indirect influence, for the reason that the prospects are that the new supply will be at a much higher price, and should the trade buy high and when the war is finished there will be a reaction, and holders of stock will be left to suffer.

Let us consider the prospects for the future. There is a report from makers in Barbadoes that the price of the new crop will be so high that it will come to the Canadian trade at about 55c. Note the contrast with last year when the price was 23c to 25c. The high price is possible if the war should continue, but for the present there is little doubt that the sugar basis upon which this estimate is no doubt made is the result of rabid speculation.

The opinion of J. C. Rose, president of Rose & Laflamme, Montreal, a firm of importers, is that the new price for molasses will not be much higher than at present ruling, possibly 8c above the opening quotations of last year. However, this is an opinion only, for Mr. Rose points out that no one can foretell what the developments may be. He hopes that the situation will be cleared before the spring sufficiently to bring the market back to something like a reasonable basis.

The Sugar Situation.

In discussing the sugar situation, Mr. Rose points out that the continuance of the European war would have serious effects. The world output of sugar is about 16,000,000 tons, and of this 50 per cent. is made from beets. Nearly all the beets are grown on the other side of the water, the United States only producing about 600,000 tons from this source. Germany is one of the main producers of sugar beets, having a sugar production of some 2,000,000 tons, and this could be about doubled to represent the total amount, which is in a certain degree in jeopardy on account of the war. To what extent this crop may be damaged is problematical, for it is now about the harvest time. But it is almost a certainty that with a continuance of the war such agriculture as is practised during the coming year in the war countries will be devoted to something more staple as a food than sugar beets.

Against the danger of damage to the European supply is the fact that the consumption of the world will be greatly reduced, so that if the crop is taken off this year there should not be very much danger for the time being. This thought brings something to support the contention of the few in the trade who argue that sugar prices of the present are not warranted, and that speculators have control of the market.

During the week there have been further interesting developments in sugar. In fact, scarcely a week has passed since the outbreak of the war that there has not been an advance in the quotations of one firm or another. The St. Lawrence Refineries have raised prices another 50 cents a hundred, their present quotation on standard granulated being $6.25 in Montreal and $6.31 in Toronto. The Acadia Refinery has also advanced prices over a week ago, the price in Toronto now being $6.71. The Canada Sugar Refinery Co. maintains prices as they were last week at $5.75 in Montreal and $5.81 in Toronto. The reason, of course, for the strength in the sugar market is the fact that raws are very high, and the refiners have to pay more for them practically every time they go into the raw market for new supplies.

Sugar in Canada to-day, although

higher than it has been for at least more than twenty years, is much under the quotations existing in the United States. Last week two of the American refiners were quoting refined at $7.25, and three others at $7.50. Raws are costing over six cents in the United States, the last advance noted in Willett & Gray's circular bringing the price up to $6.27 per hundred from $6.01.

Corn Syrup Time.

With butter at 35c a pound—and the 35c being unusually difficult to dig up in the family of moderate means—corn syrup should have a good run this fall. In fact, already the indications are for unusually big business.

"Use syrup on your bread instead of butter" is a pretty good slogan for the fall syrup campaign. It is good food and it is cheap. Compare 35c for the pound of butter and two pounds of syrup for 15c.

Corn syrup will not be affected by the war only in so far as the price of corn is advanced, and there appears no reason for high prices for corn except in sympathy with other grains. There has been a slight advance made up to the present time, and since then the price of corn has gone even higher; but it has been easier since, and there are no further advances in sight. It should also be taken into consideration that prior to the war the price of syrup had been cheap in contrast to the value of corn.

What the War is Doing to the Jam Business

Difficulties That Are Hampering Imports — The Embargo, Increased Cost of Transportation, Higher Exchange, and Higher Sugar Among These Difficulties—One Importer Says His Prices Will be Much Higher.

THE situation in the jam, jelly and preserve business still remains interesting. Manufacturers throughout the country are experiencing much activity in keeping up with their orders, and some of them are working overtime. One manufacturer, for instance, told the writer that he had just received an order for 20,000 cases from a source he had never sold before.

For years past the imports of jams, jellies, marmalades, etc., have been on the increase, and last year the grand total reached $645,540 worth. This year, however, things are greatly changed on account of the war, which resulted in the embargo on foodstuffs at an unexpected and critical time. The new season's pack was just about ready for shipment for delivery September 1, or thereabouts, but the descension of the European struggle upset plans entirely.

How Shipments Are Hampered.

As reported in Canadian Grocer in our issue of September 4, it was claimed by several brokers that the embargo had been lifted on various lines, including jams and jellies in glass and stone jars, unsweetened cocoa, and biscuits. Even if this be the case, there are other things that are tending to impede shipments. In the first place, the British Government requires large quantities of jams, and this demand must be filled. Another difficulty is that jams, etc., can only be exported in glass or stone jars, and glass is refined with potash, which comes almost exclusively from Germany. Then, again, transportation facilities are hampered by the movements of troops and by the scarcity of horses and motor vehicles, all of which will tend to delay shipments from factory to waterfront.

Here, again, the war must again be judged guilty for further delays. On the outbreak of hostilities trans-Atlantic shipments were held up until the bottling of the German fleet could be effected, and it was some two weeks before freight vessels began to venture forth. This caused the accumulation of shipments on the docks, and the delays consequent upon a tie-up of this nature are, of course, annoying. Since then some shipments of goods have been coming, but it is plain to be seen that the freight accumulation will throw all vessels out of their regular schedules. This means delays, and in some cases delays that will be extensive. Once this great mass of freight begins to move across the Atlantic there may be another tie-up in Montreal, and some Canadian brokers are advising that they do not expect their shipments much before Christmas, and certainly not before several weeks.

As has been previously pointed out in Canadian Grocer, freight rates are much higher than before the war, in some cases the rise being more than 50 per cent. Again, there is the higher rate of marine insurance owing to war risks, and the rate of exchange is also higher. These are all factors which a few weeks ago were unthought of, but which are, nevertheless, real at the present time, and they have a great bearing on the jam situation. One Canadian broker states that the jams his firm imports have advanced from 30 to 40 per cent., and he has sent out a circular letter to his customers advising them that their orders would be filled at the advanced prices. The Government war tax has also had a strengthening effect on the price on this line.

Retailers Pushing Jams.

One of the most striking features of the retail trade in Toronto during the past week was the large number of retailers who featured jams, jellies and marmalades. A particularly attractive display was noted in the windows of Michie & Co., which called the attention of their customers to the high quality of the jams made in Canada. Other retailers throughout the city featured jams in both their window and interior displays. The large departmental stores featured them in their advertising, and everybody seemed to be pushing these lines.

The demand this year for jams and preserves should be greater than last year owing to the fact that the housewife is not putting up the usual amount of fruit. Fruit men generally are complaining of the poor demand for fruit this year. The high cost of sugar is playing an important part in curtailing the demand for fruits, but this will work out to the retailers' benefit later on, as it will tend to increase the demand for jams and preserves.

USING "TULIP" BREAD.

It is stated that in Holland on account of the scarcity of wheat the Association of Dutch bakers has sanctioned the use of "tulip bread," bread in which one-third of the flour is made from ground tulips.

COMPETITION FOR SALESMEN.

The Swift Canadian Company, West Toronto, has instituted a novel contest for retail salesmen in Canada. They offer 24 prizes for the best answers to the question: "What are the ten best reasons why the consumer should buy Swift's Premium Hams and Bacon?" The first prize is the substantial one of $100, the second $50, the third $25, the fourth $15 and 20 others of $5 each. The competition closes on November 28.

Some Opening Salmon Prices Have Been Issued

Forecast of Canadian Grocer a Week Ago Proves Correct so Far —One-Pound Sockeye Talls of One Firm Open at $2.52½ per Dozen—Difficulty in Getting French Macaroni—Short Crop of Pecans.

At the time of writing the opening prices of the British Columbia Packers' Association on salmon have not been handed to the trade, but they are expected daily. They are, in fact, on the press. However, it can be pretty nearly taken for granted that the prices Canadian Grocer quoted a week ago as the probable figures are the ones that have been adopted. In that article 1 lb. talls were quoted at $2.52½ per dozen to the retail trade, 1 lb. flats at $2.72½, and ½ lb. flats at $1.57½ for less than five case lots. How near these prices will come to the actual opening quotations will soon be known.

It is officially announced that the opening prices on "Horseshoe" brand salmon are as follows:—

Less Than 5 Cases.

1 lb. talls per dozen	$2.52½
1 lb. flats per dozen	2.72½
½ lb. flats per dozen	1.57½

5 Cases or More.

1 lb. talls per dozen	$2.50
1 lb. flats per dozen	2.70
½ lb. flats per dozen	1.55

Opening prices on "Tiger" Brand Cohoes are as follows:—

Talls	per dozen, $1.54
Halves	per dozen, $1.00

The chances are that the opening prices of the B. C. Packers' Association will be pretty much the same as those of J. H. Todd & Co., as quoted above. Brokers figure that Sockeye salmon that sold a year ago at 20 cents a tin to the consumer will be at least 25 cents this year; that Cohoes will still retail at 15 cents, and that Pinks will be up from 10 cents to 13c or two for a quarter. One manufacturer's agent gives the price of pinks to the retail trade at from $1.15 to $1.25 per dozen and Cohoes at $1.50 to $1.60.

* * *

FRENCH MACARONI CUT OFF.

Further evidence of how the war is affecting the imports of French goods has been given Canadian Grocer by a Montreal manufacturers' agent. He is unable to obtain the French line of macaroni or the French soaps for which he is the agent. He is also cut off from manufacturers of tartaric acid and shippers of herbs in the Mediteranean whose headquarters were at Trieste and Marseilles.

* * *

NO CHANGE HERE.

Among the firms that have not advanced the price of their goods is Richard Dickeson & Co., Ltd., tea dealers, of London, Eng. A cable to their Canadian agents announces that no change will be made by them under the present conditions.

* * *

SHORT PECAN NUT CROP.

Authorities on the Texas pecan crop estimate that the yield this year will not be large and claim that prices will rule high. Last year the report was sent out to the effect that the crop in Texas was large, but in the final analysis it was found that there were exports of only 236 cars, whereas a large crop would have means at least 600 cars. This low production last year easily went into consumption so that this year the market is practically bare. In the South Texas territory heavy spring rains destroyed much of the pollen and insects ruined practically all that was left. Reliable reports say that there will be no carloads shipped from there this year. These same reports say that while in the extreme south-west of the State there will be some, yet the outlook is that only about 25 to 40 carloads will be shipped out of the State in 1914.

Pecans also are grown in Oklahoma and Missouri. The estimate of the former's crop is around 25 carloads. Louisiana is expected to produce about 35 carloads. The Missouri crop is uncertain and one or two other States grow them.

One of the most remarkable years of production of pecans, was the year 1912. Texas crop was short about 25 per cent. of a normal crop usually produced. Based on a report from Texas, dealers bought freely, and paid high prices.

To their surprise and dismay the state of Missouri came forward with 175 carloads of pecans, Indiana sent 30 carloads of pecans to market and Southern Illinois shipped 50 carloads.

It is inferred that the high prices paid stimulated the gathering of pecans in these localities and brought to market quantities which the States were never suspected of growing within their boundaries.

The consequence was that all pecan dealers, great and small, in 1912 and 1913 who handled any part of the 1912 crop, lost money heavily on their purchases, which goes to show that the pecan as a producer is very erratic, and that the product will not do to speculate in.

A large portion of the pecan crop is shelled and several machines for cracking them have been invented, but no machine has so far been made that can extract the meat from the nut after it is cracked so as to preserve its shape and wholeness.

It is taken out of the shell by hand, as human intelligence is required in such work.

Even as smart a nut cracker as a gray squirrel, whose regular business is shelling nuts, could not take the pecans out of the shells in unbroken half sections.

* * *

WALNUT SITUATION IN CALIFORNIA.

The California Walnut Growers' Association has announced that hereafter all walnuts in bulk will be packed in even 100-lb. packages, net weight.

"France," says the same report, "has placed an embargo on shipments on all foodstuffs. This includes walnuts, of which she is by far the largest exporter. If the war continues throughout the fall, to which indications now point, it will be difficult to secure imported walnuts from any European source in time for holiday requirements. The best Manchurian walnuts are produced in the Shantung province, China. Kiao-Chow is the port of shipment. This port is now being besieged by the Japanese, whose operations are expected to continue for several months. Germans control many of the railroads in Shantung province. It, therefore, is not expected that shipments in quantity will be moved from Shantung province until the blockade of Kiao-Chow is lifted. California must, therefore, be relied upon to furnish practically the entire holiday supply. The California production of walnuts supplies only about 40 per cent. of the average consumption of the United States. A serious scarcity of walnuts can, therefore, be anticipated. Since the outbreak of hostilities in Europe we have been swamped with requests to accept orders 'firm at opening prices, whatever they may be' by jobbers who have been counting on foreign walnuts to fill their requirements and by some of our regular trade which had ordered short."

CANADIAN GROCER

Established 1886.

Only Weekly Grocery Paper Published in Canada.

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John Bayne MacLean - - President

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SUGAR AT RECORD PRICES

SEPTEMBER OF the year 1911 held the record for the highest prices of sugar in a whole generation. At that time sugar advanced on the Montreal market to $5.85 cents per hundred, which meant $5.95 cents in Toronto.

But with the advances recorded during the past week, when one refinery raised the quotation on standard granulated to $6.25 in Montreal and $6.31 in Toronto, and another to $6.65 and $6.71 in Montreal and Toronto respectively, the prices of 1911 were not only superseded, but the record for the highest price in at least more than 22 years was reached.

The present situation in the sugar market is, however, not based on natural conditions. The European war must be held responsible, as it shut off the United Kingdom from obtaining her supplies of raw sugar-beets from Germany and other continental countries, and compelled her to compete with Canada and the United States in the Cuban and other West Indian raw markets, and to even purchase refined on the United States market. This is the one big reason why sugar has attained the record height of the past quarter of a century.

Nor does the immediate future present much of a possibility of cheaper sugar. Raws in New York to-day are around $6.25, which is about the price of refined in Canada to-day. That this price for raws will be maintained until November, is the statement of a sugar man, in which case we should see Canadian refined advance as the refiners from time to time go into the market for more raws.

There are just a couple of bearish factors in the situation. One is that growers of sugar cane in the West Indies are likely to turn more of their product, that previously has gone into molasses manufacture, into sugar on account of the attractive prices. Another is the fact that Germany, the big beet factor on the European continent, has a splendid crop, a large part of which may be gathered if Germany is able to keep her foes out of the country a month or so longer. Then should the war terminate shortly, there would likely be considerable sugar available which is not at the present time.

However, sugar men closely in touch with the situation can see only dear sugar for at least a year.

REASONS FOR OPTIMISM

IN A WIRE to the MacLean Publishing Co., T. A. Crerar, president of the Grain Growers Grain Co., —a company that handles more wheat in the West than any two or three other companies—says that the yield is found to be better in some districts than was expected, and indications from latest information were for a yield in wheat of from 150,000,000 to 160,000,000 bushels.

With the high prices prevailing, this means that the farmers of the West will get more for their crop this year than last.

News from all over Canada indicates that the farmers have before them a year of unprecedented advantages because of the demand for practically everything they produce. Horses, cattle, hogs, sheep, and all kinds of grain are higher in price than a year ago, and the majority of them are very much beyond last year's figures. While these advantages are being dearly bought by the blood of men engaged in war on the battlefield, nevertheless this has not been brought about by the actions of the farmers of this country.

The fact that the farmers are prospering, taken into consideration with the successful turn in the tide of battle against militarism of Europe, is one great reason why optimism is gradually replacing the feelings of doubt that followed on the heels of the declaration of war. Canadian merchants, both wholesalers and retailers, as well as manufacturers, have a duty to perform in propagating this spirit of optimism.

WAR AND WEATHER IN GERMANY

WHILE THE REFINERS and the trade in Canada have been concerning themselves since the first outbreak of the war with the sugar situation and the possibilities of the future and while in New York there has been the wildest kind of speculation—and

this speculation has been largely based upon the crop prospects of Europe—Germany, we are evidently asked to believe, has been worrying not about the war in relation to the sugar crop, but with the weather.

The following extract is from the "Centralblatt," Madgeburg, Aug. 21st, and is given as a summary of conditions in Germany:—

"The appearance of the fields continues to improve. In general the weather has favored the development of the beets, both in leaves and roots. The sugar content is also improving. The bringing in of the entire beet crop appears certain and almost all the factories have arranged to operate. Near Madgeburg the campaign is expected to start early, but this does not apply to all sections. IT DEPENDS MUCH ON THE WEATHER."

Such a report is nothing short of an interrogation point in the situation. Is this the further work of the German press agency or have we been too ready to over-estimate the effect of the war?

CANADIAN GOODS WANTED

THE CANADIAN representative of a firm of exporters and importers in Amsterdam, Holland, writes Canadian Grocer to the effect that there is a good opening in Holland for several lines of foodstuffs manufactured in Canada. This firm wants to get into touch with shippers of all kinds of canned fish, flour, barley, oats, feedstuffs, evaporated apples, canned and dried fruit, paper, pulp-wood and leather.

This inquiry goes to show the great opportunities offered Canadian manufacturers and shippers of foodstuffs and certain other lines. In a time like this, it is, too, the duty of the Canadian manufacturer to do his utmost towards filling the wants of those whose supplies have been cut off by the European hostilities. In doing this he brings good not only to himself, but to scores and hundreds of families that have not been placed in any too pleasant circumstances since the war broke out.

SUGAR IS PRETTY sweet these days to the dealer who hasn't very large supplies and who is paying the top price.

* * *

DURING THE TIME the public is loading up on tea, sugar and other staples, the grocer should not overlook ordering his winter stocks.

* * *

FORTUNATE IS THE dealer who has a large holdover of salmon this season. Canned salmon will have to sell for at least 25 cents this year.

* * *

NEWS FROM OTTAWA infers that the retail trade in many places are charging too much for sugar. It is a safe bet that this will be found the exception rather than the rule.

* * *

NOW THAT THE summer season has left us, see that that summer newspaper ad. has been changed.

* * *

THE DAILY PRESS will soon have the retail grocer responsible for the European War.

WISDOM, CONFIDENCE, ACTION

A TITANIC struggle is going on in Europe. We in Canada are not only involved as contestants—our country is vitally affected in many ways because of the international system of commerce and finance in which the business of Canada is a cog. The war has thrown us back on our own resources and we have many lessons to re-learn that our accustomed dependence on other nations has made us forget. We are unused also to thinking of the place of Canada in that inter-dependent, international fabric as other than a supplier of certain commodities, most of which we have in great abundance and to market which does not tax our skill or our resources. But a new day is dawning. Canada has an unprecedented opportunity before her—yea, thrust upon her as a responsibility and a duty; and now this opportunity has come with such tremendous suddenness that we can scarcely realize it and some of us are in danger of mistaking that very opportunity itself for some horrible menace, we know not what. What is it we need to make us realize our opportunity—Canada's opportunity—and to grasp it? It is summed up in three words: Wisdom, Confidence, Action.

Wisdom.—No, we need not be the seventh son of a seventh son to be a modern prophet. We just need wisdom; ordinary common-sense, which, after all, isn't nearly so common or ordinary as we are fond of calling it. True wisdom is based on fact—not fancy. What are the facts? Great Britain, France, Russia, Belgium, Servia, Austria-Hungary and Germany are closely involved in the most gigantic struggle in all history. In most of those countries, scarcely a wheel is turning; scarcely one of all the thousands of factories is producing a dollar's worth of product. Millions of producers have suddenly ceased to produce and instead are consuming and destroying at an abnormal rate. It is the time of harvest, but the war interrupted and the work has been left to the women and the very old and the very young. Instead of being large exporters of supplies to other countries, every one of the countries named and some others have suddenly become importers or prospective importers and without exception their expectations are centered in the North American continent.

Confidence.—If our reasoning is sound then our courage and our confidence must be undaunted. Having caught the significance to Canada of the crying needs of Britain and Continental Europe let us base our confidence on that realization and hold firmly to it. We have no need to substitute "bluff" for confidence nor bravado for courage. We have every reason to hold to and express the genuine—not the false. Let our optimism be inspired by reason and tempered by sobriety, for, with all our thankfulness at our good fortune, we should not forget that it is the outcome of terrible misfortune to others. "War is tragedy—not vaudeville." But we should be traitors if we did not step into the breach and regard our opportunity as our serious duty also.

Action.—Our wisdom, our confidence, must culminate in action or they are empty and useless. What good is the knowledge and what good is the "steam" unless it is applied. Will Canada seize the resources, and start the wheels of industries that will grow out of such development. Men of action, as well as of wisdom and courage, are needed. Captains of finance and industry and every one of us must do as well as dare.

View of Grounds and Lake, Canadian National Exhibition.

The Canadian National, an Education in Itself

Hundred Years of Peace Between Canada and United States Fittingly Celebrated With Immense Crowds—Many Displays of a High Character With Canada's Provinces Well Represented—Many Improvements Noticed.

TORONTO, Sept. 17—(Staff Correspondence).—The Canadian National, the greatest annual exhibition on the globe, is over for another year. That this wonderful exposition can weather the storm in times of war as well as sail along with a fair wind in times of peace was evidenced by the crowds that thronged the streets and buildings from day to day. Of course the attendance did not come up to last year. This was to be expected. But it did demonstrate the fact that the country still contains many optimistic people and that despite the raging of the giant struggle on the European continent, there is a strong endeavor on the part of thousands to keep the wheels of progress revolving steadily.

This was Peace Year at the Canadian National Exhibition. Some may think this to be a misnomer. But it wasn't. The special name was decided upon a year ago, and at that time the directors could not have foreseen the gigantic struggle that is waging to-day on the other side the Atlantic, and which is destined to result in the overthrow of militarism and bring about real and lasting peace for which the world of business longs. Peace Year was decided as a slogan in honor of the hundred years of peace that Canada and the United States have enjoyed as neighbors. As such the name was quite appropriate.

From a year ago there were many improvements. New concrete walks, new asphalt pavements, a handsome live stock building, and new and novel exhibits were to be seen. The exhibits this year surpassed anything of the past. The educational feature in this respect is undoubtedly the greatest asset of the exhibition. From the Atlantic to the Pacific the provinces were represented by their natural products, and above all shone the displays of foodstuffs. In almost every building were to be seen exhibits of the goods that are necessary for the maintenance of life. The importance of these was to be observed everywhere, all of which reflects on the great part the retail grocer plays in the final distribution of these foodstuffs to the consumer.

Among the many interesting exhibits was that of the fish that inhabit Canadian waters in the Great Lakes and the Pacific and Atlantic oceans. The displays of West Indian goods were too, of a highly educative character. In fact the entire exhibition was one that marked well another era of Canadian progress, and if we read the signs of the times aright, there is a great future for this great National Exposition as well as for Canada, whose progress from year to year is mirrored by it.

WINDOW TRIM SUGGESTIONS.

Among the exhibits at the Exhibition were many that were particularly interesting and educative to the retail grocery trade. These were those of manufactured goods which the Canadian dealer stocks on his shelves and of equipment that will facilitate the operation of business. A number of these are shown on succeeding pages and every member of the trade has the opportunity to take advantage of them right now. Each display has in it the suggestion for splendid window and interior trims. Experts in display went to the trouble to show the goods at the Canadian National Exhibition to the very best advantage.

BORDEN MILK CO.

VISITORS to the Toronto Exhibition have become familiar with the immaculate booths of the Borden Milk Co., Limited, which are always tastily decorated in white, the logical color for a milk booth. Waitresses in white waists and caps completed a color scheme which has become indelibly associated in the minds of the public with Borden's milk.

During the two weeks there was hardly a minute that their exhibits were not crowded with consumers, eager to hear of the uses and advantages of evaporated and condensed milk. These people were served with a cup of coffee, made delicious with St. Charles Evaporated Milk.

In cases where the demonstrators found ladies who were not regular users, orders were taken, to be sent through their grocer. People who were regular users were told of the different uses evaporated and condensed milk could be put to in the household. Recipe books were given them telling how to make many tasty articles.

Eagle brand condensed milk was particularly interesting to mothers. It was surprising the number of babies who were proudly brought up to the exhibit by mothers, who voluntarily told the demonstrators, and other women who happened to be around the booth, that their children were raised on Eagle brand, and that it was responsible for their happy and good healthy look.

At the Reindeer Coffee Exhibit, results were more than gratifying to the Borden Milk Company. Consumers of all classes seemed interested in condensed coffee and cocoa, on account of the convenience of these articles. The fact that the milk and sugar are already added makes it very handy, because to prepare you just add boiling water. It was surprising the large number of housekeepers who placed orders, but this just goes to show the great possibilities in this line. A great number of people informed the demonstrators that they had been using Reindeer condensed cocoa, as they found it excellent as a chocolate icing, or as a filling for chocolate pie.

Display of the Borden Milk Co., which attracted the usual crowds of visitors.

LIPTON'S TEAS, COFFEES, COCOAS AND JELLIES.

THE extensive advertising that has been done in Canada in connection with Lipton's products has caused the word "Lipton" to become a household word throughout the Dominion in regard to teas, coffees, cocoas and jellies, as it has been in England for many years.

Thousands of consumers were made better acquainted with their products at the Exhibition this year, Lipton's having an attractive booth in a prominent section of the Manufacturers' Building.

Crowds of visitors to the Exhibition patronized the booth every day where Lipton's teas, coffees and cocoas were served with fancy biscuits in a dainty manner by a corps of attractive young women. They went away pleased with the superior quality of the beverages served—and more than pleased because Liptons have not raised prices in spite of the fact that other firms have made advances. The maintenance of regular prices under the circumstances is only possible by a sacrifice in profits, and this will be appreciated both by the trade and the consuming public.

Retail grocers will realize that the exhibit will mean a bigger demand for Lipton's goods and that it will be even more to their advantage to stock and push these lines. Invitations were sent out to every grocer in Ontario to visit the Lipton booth at the Exhibition, and they responded in great numbers. In addition to Toronto grocers, hundreds of Ontario dealers were met, and many words of appreciation were heard on the decision of the Lipton Company not to raise prices on their products.

The dealer who handles Lipton's teas, coffees and cocoas can sell them with confidence. The signature of Thomas J. Lipton" is on every package, and it is the policy of Sir Thomas Lipton that each package bearing his name shall be of uniform high quality.

Exhibit of Thos. J. Lipton where thousands of visitors became still better acquainted with Lipton's Teas and other products.

The Appetizing Exhibit of the Swift Canadian Co. in The Dairy Building.

SWIFT CANADIAN COMPANY'S FOOD PRODUCT DISPLAY.

THE extent to which the Swift Canadian Company figures in supplying the provision foods of the Dominion was well exemplified by their large, varied and handsome exhibit in the Dairy Building at the Canadian National Exhibition. There were to be found all varieties of most appetising meats and dairy products on which one could wish to lay eyes. Everything that the modern retailer stocks on his provision counter was displayed in its most attractive form; it was a display that never failed to make the mouth water.

If the Swift Canadian Company is well known for one thing more than another it is for the manufacture of their delicious Premium hams and bacon. These are products of the higest quality as every dealer who has sold them can bear evidence. They are known all over the world. Swift's Brookfield butter, Eggs and Cheese; Silver Leaf Brand Pure Lard, Cotosuet, Brookfield Sausage, and Premium Milk Fed Chickens stand just as high in the estimation of those dealers who know them and are the acme of quality in their respective lines. Other prominent products made by this firm and displayed at the exhibition were their domestic sausage, summer sausage, Premium cooked hams, and jellied meats of all kinds.

This fine exhibit suggested to the retail dealer that there are many profitable lines of cooked meats and specialties that would find ready sale if prominently displayed on the provision counters. The dealer who gives his attention to the trend of the times has already observed the necessity of superior service in the matter of supplying the foodstuffs required in the home. The women of to-day are always on the watch for new, tasty and wholesome foods and the man who caters to their desires is the man who gets the business. With such specialties as are manufactured by the Swift Canadian Company, the opportunity of securing a large share of this trade is easily within the dealer's grasp.

The unique display in the Dairy Building of Premium hams and bacon and the other lines above mentioned, was witnessed by thousands of people. Judging from the number of inquiries it seems probable that dealers are overlooking profitable sales in not pushing jellied meats, summer sausage, cooked meats, etc. There is certainly extra business here for the enterprising merchant. Now is the time to get after it.

The plant of the Swift Canadian Company in West Toronto, where these goods are made, is a model in modern equipment, efficiency, skilled experience and cleanliness. All products that leave the factory are government inspected and approved.

BRANTFORD SCALES, MEAT SLICERS AND CHEESE CUTTERS.

AGATE bearings, no springs, from two to forty pound capacity to suit any business, and made in Canada by Canadians—these are some of the features of the Brantford computing scales shown by the Brantford Computing Scale Co. in the Process Building at the great Canadian National Exhibition. For two weeks the men in charge of this exhibit were kept on the jump explaining to the retailers who were fortunate enough to attend the exhibition the many merits of the various scales, as well as of the new meat-slicer the company is manufacturing, and their cheese cutter. The result was that a great many more merchants have become users of the high grade store equipment manufactured by the Brantford Computing Scale Co.

The accompanying photograph will show the very attractive display that was presented to those who passed their booth. There is a Brantford scale for every grocer, no matter what his requirements may be. As intimated above, they run all the way from two pounds to forty. They represent the best weighing device that brains and machinery can devise. The value of the computing scale is apparent to every man who has given his weighing problem any consideration whatever.

The Brantford Computing Scale Co. are also well known as the manufacturers of a splendid meat slicer. But recently they have placed on the market an improved new slicer that has already created a fine impression among those who have seen it in operation. This new slicer cuts bacon or cooked meats any thickness, but the feature of it is an attachment that cuts the bacon or other meats to the last slice.

The Toronto office of this company is at 482 College street, and is in charge of Thomas Ferguson, who was also in charge of the fine exhibit at the big fair.

How Brantford Computing Scales, Meat Slicers and Cheese Cutters were shown at the Exhibition.

PEEK FREAN'S BISCUITS

FOR the third year in succession The Harry Horne Co. displayed the high quality products of the great biscuit house of Peek Frean & Co., Limited, of London, Eng., at the Canadian National Exhibition. This year the publicity campaign was carried out on a greater scale than ever, and a host of visitors became more familiar with their fine quality and flavor. In fact no less than 10,000 individual tasting samples in envelopes were given away, and a most liberal supply of advertising booklets distribnted. These contained actual photographs of recent introductions of biscnits made on this market by the famons British firm of Peek Frean.

The purity and excellence of Peek Frean's biscuits are such that the retail grocer who stocks and displays them is assured that this exhibition publicity will mean orders and repeat orders. The company have a most modern factory in the world's metropolis where everything is synonymous with purity and cleanliness. Every biscuit that comes from this great factory is guaranteed to be unexcelled in purity and Peek Frean's biscuits can absolntely be depended npon always. There are no finer biscuits made.

The Harry Horne Co., the Canadian agents, are located at 309 King St. West, Toronto, and all information may be secured from them.

The attractive exhibit of Peek Frean's Biscuits.

The exhibit where Foster Clark's Cream Custard was displayed

FOSTER CLARK'S CREAM CUSTARD.

DAY after day crowds of people thronged the front of the exhibit of FOSTER CLARK'S CREAM CUSTARD. It was one of the real busy booths in the Manufacturers' Building, and no less than 3,000 souvenir tins of this world-famed custard were given away, all to possible buyers of this most delicious dessert.

For four years the Harry Horne Co., Canadian agents for Foster Clark, have displayed this cream custard and other high-class lines of this well-known firm. FOSTER CLARK'S CREAM CUSTARD has therefore been introduced to thousands and thousands of the best women buyers in the Dominion of Canada. The opportunity presents itself to the retail grocer to take advantage of this publicity. A display of FOSTER CLARK'S CREAM CUSTARD in the window or on the counter will remind the customers who have been shown its deliciousness at the greatest annual exhibition on the globe, that here is a dessert bound to give satisfaction to every member of the family.

For further particnlars the trade should get into communication with the Harry Horne Co., 309 King St. West, Toronto.

COWAN'S PERFECTION COCOA AND CHOCOLATE.

When the war broke out, the Cowan Company made an announcement that Cowan's Perfection Cocoa prices were not to be advanced between then and Christmas, and also stated their intention of keeping their huge factory running full blast with men employed at full pay. This too, in face of the fact of higher prices for raw materials.

At the Canadian National Exhibition this fact was recalled by hundreds of visitors who were loud in their praise of the patriotic action of this large concern. The exhibit this year was one of the busiest in the Manufacturers' Building. A staff of energetic sales ladies and salesmen were kept on the move from morning until night for the full two weeks demonstrating the superior qualities of Cowan's Perfection Cocoa and making this product still better known throughout Canada.

Not only were the grown-ups interested in Perfection Cocoa, Maple Buds and the other Cowan products, but the children as well. Souvenirs were given away with boxes of chocolate and tins of cocoa which delighted the youngsters, and no matter where one went on the grounds, he was greeted with the whistling and the whirling of the miniature bird-cage, and the name Cowan. All this publicity is going to mean extra sales for the grocer who gets behind the Cowan goods by displaying them prominently on the counters, windows and shelves.

An evidence of the popularity of the products of the Cowan Co., lies in the fact that despite the decrease in attendance this year, considerably more business was done than a year ago. The Cowan Co. also say that despite their largely increased factory facilities they are even now behind in orders in nearly all lines.

Attractive Exhibit of Cowan's Cocoa and Chocolate which attracted thousands of visitors.

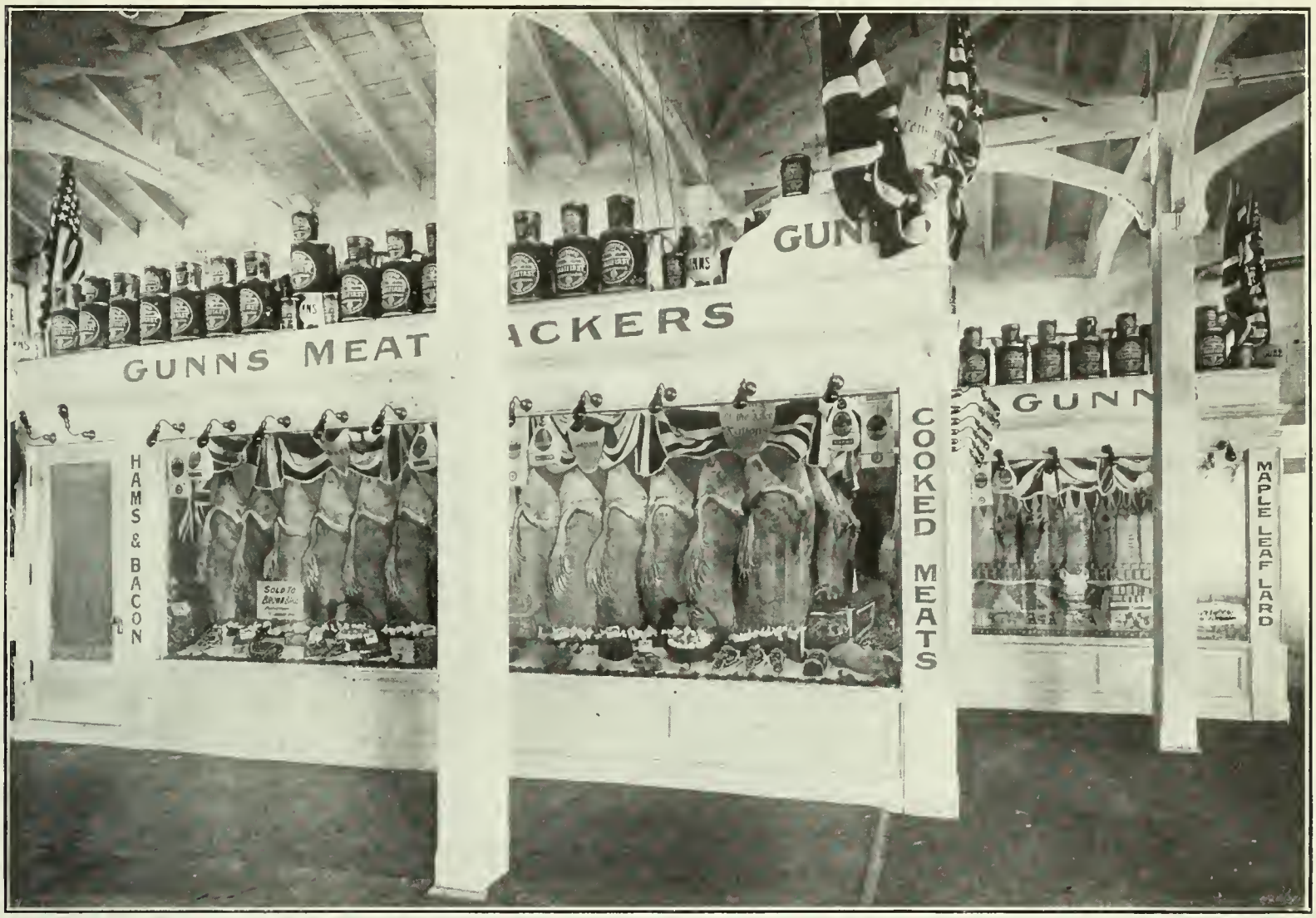


Exhibit of Gunns Limited, in the Dairy Building where their many quality lines were shown.

GUNNS' QUALITY PRODUCTS.

GUNNS Limited, play such an important part in the foodstuff distribution of the industrial life of Canada, that it was only natural to look for their exhibit as usual at the Canadian National Exhibition. Their display in the Dairy Building, as the photograph shows, was an unusually attractive one, and thousands stopped to take a glance at their choice products and to inquire which store nearest home carried these lines. Special prominence was given to the following:—

Maple Leaf Hams and Bacon, cured under their special processes;

Maple Leaf Brand and Gunns' Quality Brand Kettle Rendered Lard;

Cooked, Jellied Meats, Sausage, etc.;

Butter, Eggs and Cheese, of which Gunns' marked eggs in attractive cartons is the prominent feature.

Quality First is the motto of the company, as in all departments, and accordingly buying and storing warehouses are distributed throughout the Provinces, thus eliminating unnecessary handling and delay in marketing.

The company's demonstration in the Industrial Building of EASIFIRST SHORTENING was particularly successful, and this most economical, healthful and purest of vegetable products is rapidly becoming an article of daily household use. The housewife appreciates the real merits of EASIFIRST SHORTENING, and realizes that not only can it be purchased for considerably less money, but finds that it will go one-third further than either butter or lard in her home-made pastry. Gunns, Limited, are the pioneer manufacturers in Canada of Vegetable Shortening.

In addition to the general packing house lines the company gives special attention to featuring a number of specialties such as Sliced Bacon and Dried Beef in Glass Jars, Speeial Pork Sausage in cartons, Canned Meats, etc.

There was also a most interesting exhibit of Gunns' Poultry Food and Fertilizers outside the Machinery Hall. Here, poultry raisers, market gardeners and farmers from all parts of Canada found a most practical display and one that brought forth a host of inquiries. Every retail dealer should get further information on these lines.

The splendid displays and publicity work at the great Exposition show how Gunns, Limited, is co-operating with the retail grocer in the sale of their quality products. The man who gets behind them can make no mistake.

"NUGGET" POLISHES.

IT is no idle boast on the part of the Nugget Polish Company that they brighten and whiten the shoes of the whole civilized world. The waterproof qualities of their polishes as demonstrated at their stand in the Industrial Building, proved beyond doubt that it is the best polish on the Canadian market. In addition to being waterproof, it renders the leather soft and pliable, and gives a brilliant shine.

The policy of the Nugget Polish Co. all along has been to give as much as they can for what they get, instead of getting as much as they can for what they give.

The purpose of the exhibit was to make "Nugget" familiarly known among your customers.

You are going to reap the benefits of the publicity we have given.

Stock "Nugget" now, hand it out when "polish" is asked for and get your share of the repeat orders.

The Exhibition Stand was in charge of Mr. J. Harris, A. C. I. S., the company's Canadian manager. There were also in attendance Mr. L. R. Howard, assistant manager, Mr. T. W. Hart, the Company's representative in the West, Mr. F. B. Bollard, and Mr. C. Jeeves. At the "Nugget" booth the public were given free shines, and had their polish demonstrated on their own footwear.

Display Booth of the Nugget Polish Co.

More Money for Western Farmers

Costing Them Less to Harvest and Thresh the Grain and Prices Are Better—In Neighborhood of Saskatoon There is Estimated to Be 500,000 More Hogs This Year Than Last—No Need for Pessimism.

Saskatoon, Sask., Sept. 10.—To the east of this city around Young, Watrous and Nokomis grain is turning out fair, not as heavy as last season, but on the whole farmers will likely make more money.

It is costing them much less to harvest and thresh this year than during previous years.

Last year they were paying an average of $3 and $3.50 for harvesting and threshing, while this season wages are from $2 to $2.75, and very much less is required. On the other hand they are realizing nearly double for their grain. Although the crop failure has been serious in several large areas and there will be considerable hardship on the part of many farmers and business people, yet on the whole it will not be nearly so badly felt as it would had the same thing happened a year ago. In some of the dry sections there will be at least a half crop while in those more favored the yield is good. Some places there has been damage from frost, but this too has not caused the loss it has other seasons. The reason of this is that owing to the hot weather the crop was too far advanced when the frost came to seriously injure it. The chief injury will be the reducing of the grade where it prevailed.

Another factor that must be borne in mind is that the country is not so wholly dependent upon the grain yield as it was a few years ago. Although the West cannot by any means be called a mixed farming country, and especially Saskatchewan, as that province is not by nature so adapted to it as to grain raising, yet there has been a considerable change there also in the past two years.

It is estimated that in the country tributary to Saskatoon there are this year 500,000 hogs more than there were a year ago. These candidates for the pork barrel will probably bring into the country or save from going out in the neighborhood of $5,000,000.

Taking all these facts into consideration, there is no need for pessimism or despair on the part of the business community generally through the West and merchants are beginning to realize the situation.

DEPARTMENT STORE FOUND GUILTY

On Tuesday of last week the Grand Jury brought in a true bill on the three charges laid against the T. C. Watkins Company, Limited, of Hamilton, Ont., proprietors of the departmental store known as "The Right House," for violation of section 14 of the Gold and Silver Marking Act, in their advertisement of watches and silverware.

When the matter came before the Court of General Sessions held in Hamilton on Friday, they pleaded guilty and were fined $75 on the three charges.

The charge was laid and the prosecution was conducted by W. J. Ryan, Dominion Inspector of the Gold and Silver Marking Act, under instructions from the Department of Trade and Commerce at Ottawa.

Mediterranean Fruits Only ½c. lb. More

Shipments Now Coming Forward of Raisins and Currants, on Which Increased Freight, Insurance and Exchange Will be Trifling Compared With Some Advances Made When War Broke Out.

Montreal, Sept. 17.—(Special).—The bulk of the excitement has died out of the grocery trade. To-day things are going along in about the same old way, with the exception that in some cases there is a reaction and light buying. So far as supplies are concerned, there does not seem to be any need to fear so long as the German navy is kept bottled up and is not allowed out to ravage the world marine.

In the trade it is found to-day that orders are being taken for many kinds of imported goods. Assurance, as strong as assurance can be made under the circumstances, is given that goods will come forward from practically all foreign countries, and while prices are not being given in some instances until the goods arrive, when estimates are made it is found that the increases are not so very radical as first price increases would indicate.

Many English goods are expected to come as usual in a short time, but of course there will be advances to cover the additional freight charges and insurance. For instance, English jams are quoted at 12½c up for pounds, and 25½c for two pounds. A steamer will leave the Mediteranean this month for Montreal. Shipments of nuts from Spain have already been received on this side, coming by way of Liverpool. And as an outstanding feature of the improvement of the situation is the statement of a Montreal wholesaler that he has this week received invoices from Vichy for goods which have been shipped since the opening of the war, whereas a few weeks ago there was word that it was impossible to do business. Therefore with the German navy out of the picture there is little to fear exeept in the indefinite future, and then not much.

Some Goods Hard To Get.

The exception to the rule is with regard to the goods which we have been receiving from the countries now forming the theatre in which the great drama of the nations is being played. This particularly hits the trade in canned goods from France and Belgium.

There is a serious feature to the situation but not one of wide import. Such lines as cream tartar, mustard, extracts, herbs, etc., which come from Europe alone, are practically in a famine state and the prices are up accordingly. But after all these are not staples.

The steamer of the Donaldson line which is to bring to Canada the supply of raisins, currant and nuts from the Mediterranean as well as other fruits which come from the countries bordering on that great sea, is to sail this month. Shipments are being booked, coverered by full war risks, and on them is being paid an increased freight rate all the way from 20 to 50 per cent.

The increases in the freight, insurance and exchange are very material, but not so much as might be considered. One of the big Canadian importers of these lines informs Canadian Grocer that currants will go to the trade at practically the same price as a year ago for the reason that the purchase price has been enough below the former market to make up the difference in transportation and other war expenses. Raisins will go to the trade about a cent above the market of a year ago, but half of this increase is due to the fact that raisins are commanding a higher price on acount of the crop conditions.

The increase in the exchange and the additional war insurance amounts to about ¼c lb. on raisins and the additional freight charge is about another ¼c. Half a cent a pound increase is not so very great under the circumstances.

Seven Thousand at Sarnia Grocers' Outing

Eleventh Annual Picnic a Splendid Success — Small Army Chases The Greasy Pig — Races Keenly Contested.

SARNIA, Ont., Sept. 16.—(Special.)—The grocers of Sarnia are proud of the results of their 11th annual picnic. And well they might be. At Lake Huron Park where the outing was held some 7,000 people assembled. An exceedingly lengthy list of sports was contested, including a football contest, a mammoth baby show and a chase after the greasy pig. His lordship, the "hawg" was put on his mettle, for no less than 708 individuals, including 32 sprinters of the feminine sex went in pursuit of him. This fact alone demonstrates the enthusiasm that pervaded the vast throng on the big day.

That the Sarnia Grocers' picnic is conducted on an unusually large scale and in accordance with the trend of the events of the day, is attested by the fact that an ambulance brigade was on the grounds to look after the injured. Thanks, however, to the business-like methods of the men in charge there were only one or two minor casualties principally attributable to the throng of human beings that swayed across the grounds from time to time.

The grocers are particularly proud of the baby show. There were no less than 77 entries and they claim this constitutes a record in baby contests in so far as Ontario grocers' pieines are concerned.

The races included many competitions for grocers and clerks. One of the most important was the 100 yards dash for the dealers themselves. This was won by J. Langan, with R. Kirby a close second, and W. C. Palmer, S. C. Williams and Thos. Laughlin among the also-rans. Wm. Gettings romped home a winner in the travelers' race, followed by F. Richards, W. J. Crockard and Wm. Western. Among the other contests were the following:—

Grocery clerks under 21—Ed. Ferguson, Ewart McMann, Leslie Smith, Jack Graham.

Grocery clerks over 21—Geo. Palmer, Wm. Campbell, Robt. Wade, Wm. Watt.

Grocery Drivers, single—J. Graham, Fred Galbraith, Frank Hamilton, L. Smith.

Grocery Drivers, married—Grant Van Valdeveer, W. A. MeDonald, Wm. Watt, J. Phillips.

In the tug-of-war between the grocers and clerks the latter showed up their employers in two minutes.

Retail grocers in Winnipeg and many grocery travelers will learn with the deepest regret of the sudden death of William Richard Murdoch, who for nine years has been one of the city travelers for Jobin Marrin. Mr. Murdoch, who was only thirty-one years of age, was taken ill some two weeks ago. It was not thought anything serious was the matter, but he passed away very suddenly at his home, 167 Vaughan Street, last week. Mr. Murdoch was always ready to do a good turn for a grocer or for one of his fellow-travelers. In the nine years he has been working in Winnipeg he has gained the esteem of everyone with whom he came in contact, and he will be greatly missed. The remains were taken to Mille Roehe, Ont., for interment, Arthur P. Call, of Jobin Marrin, going along to make arrangements.

CURRENT NEWS OF THE WEEK

Quebec and Maritime Provinces.

William T. Nelson, a grocer, of Fairville, N.B., this week solved a puzzle which had been mystifying him for some time. His store had been entered on several occasions and goods taken. One night last week he lay in wait, and was successful in capturing the thief in the act of helping himself. He has not been troubled since with thieving.

There are many Canadian business men who have relatives at the front in the European war doing battle for their country. Among them is A. P. Tippett, of Montreal. Mr. Tippett has two nephews in the war—one of them, Arthur G. Tippett, being Lieutenant-Commander on his Majesty's ship "Commonwealth," and another, Alex. A. Tippett, is in the army. He has also about eight cousins on the firing line, one of whom has already lost his life.

The Exhibition Association of St. John, N.B., were criticized severely when they announced their decision some time ago to continue their conduct of the big fall fair, which they had planned before the outbreak of the war. It was held this week and turned out very successfully. The reason for its being held while most of the others in the Maritime Provinces were canceled was that local business men on its executive desired to show that they had confidence in the city and province despite the war, and the returns have been most satisfactory.

Ontario.

D. S. Whaley has purchased the grocery business of R. B. Gill in St. Mary's, Ont.

Jno. Dandeno has opened a grocery store and bakery on Cooper Street, Hespeler, Ont.

St. Thomas grocers and butchers will continue the Wednesday half holiday throughout September.

Reid & Thomson, general merchants, Bancroft, Ont., have moved into premises on Bridge Street.

William Neilson, Limited, Toronto, have presented the Government with 65,000 bars of chocolate.

C. F. Bishop & Son, Port Arthur, Ont., grocers, have moved their business from Third Avenue to Argyle Street.

The Welland Co-operative Society, Ltd., of Welland, Ont., opened its store on Saturday last at 255 East Main St.

Blinn & Hudgell, grocers, Dundas St., London, Ont., have dissolved partnership, R. E. Blinn continuing under the name Blinn Bros.

George Miller, grocer, Ottaway Ave., London, Ont., has moved his stock a few blocks away, and has opened up on Wellington Street.

The Canadian Salt Co., Windsor, Ont., has given a car load of salt to the Government for the Canadian troops going to Europe.

W. H. Millman, Toronto, with his two sons, Adrian R. and Ormond B., are East for a week's holiday, taking in Ottawa, Montreal, Quebec and Valcartier.

Messrs. Bowman and Loggie, of Holbrook's, Limited, Toronto, are on a business trip in the United States among some of the company's offices there.

Mr. Hamilton, of the Sterling Leather Dressing Co., Ltd., now located at Sault Ste. Marie, but formerly of Toronto, was in Toronto for the week on business.

The Board of Trade of Walkerville, Ont., has adopted the following slogan: "What we have we hold. So keep the wheels going, the crops growing, and keep the dollar at home."

Congratulations are due R. Davies, retail grocer on Homewood Avenue, Toronto, on taking the first prize red ribbon at the Canadian National Exhibition for the best grocer's delivery horse and outfit.

G. H. Rennie, who has been connected with the wholesale grocery house of T. Kinnear & Co., has been appointed sales-manager for Warren Bros. & Co., Limited, and assumed his new duties this week.

A meeting was held in London, Ont., recently by a number of the merchants for the purpose of taking steps towards the formation of a Retail Merchants' Association. Organizer Maher, of the provincial organization, was present and outlined the objects of the association. Wilfred Brown was chosen secretary for the time being. Another meeting will take place at an early date.

Western Canada.

The B. C. Manufacturers' Association held their annual meeting in Vancouver.

Fire recently destroyed several business houses in Midale, Sask., among those sustaining losses being J. V. Flury and A. Wedin & Co., general merchants.

Campbell, Wilson & Strathdee, wholesale grocers, Regina, Sask., have moved into their new warehouse on the corner of Scarth Street and Dewdney Avenue.

A Medicine Hat judge has by a recent decision quashed the Early Closing By-law there. The reasons given were certain defects in the petition circulated and the published notice.

The first carload of goods that reached Prince Rupert, B.C., over the new G.T.P. line contained condensed milk consigned to G. W. Nickerson, the representative of the Aylmer Condensed Milk Co.

The Canadian Credit Men's Association, Winnipeg, held a meeting on Tuesday night. R. R. Wilson, of Campbell Bros. & Wilson, was in the chair. The meeting was called for the purpose of discussing the trade situation in view of the war.

PETITION AGAINST BUSINESS TAX.

The annual meeting of the Hespeler, Ont., branch of the Retail Merchants' Association of Canada was held recently. T. Stager, president, occupied the chair.

B. W. Ziemann, of Preston, president of the R. M. A., and W. C. Miller, organizing secretary from Toronto, addressed the meeting, and explained the numerous legislative matters in which the association had been engaged during the year. Mr. Ziemann pointed out the unfair criticism that was being leveled at the retailer during the present war crisis.

A deputation of this branch will wait on the local council and request the introduction of a transient traders' by-law. W. C. Miller at the close of his address presented a petition to the merchants, asking Sir James Whitney to reduce the business tax of the retail merchants, pointing out that 30 per cent. of the assessed value of the premises was out of proportion to the business done and to what the retail rate should be.

The following were elected officers for 1914:—President, A. J. Stager; first vice-president, A. Beattie; second vice-president, R. Walker; secretary-treasurer, J. Darwin; executive, R. W. McCreary, A. Hagniar, W. H. Black.

The Time to Conduct a Loyalty Campaign

Newspaper Advertising Can Now Be Made Very Effective —Ad Suggestions Offered—A Check to The Mail Order Houses— How to Obtain the Loyalty Emblems.

A SPLENDID opportunity has been afforded the retail trade to make use of the presence of the war by featuring in their newspaper advertising space ads that smack of the war flavor. At the present time the average Canadian housewife is very much interested in the foodstuff situation, and any war news a dealer can work into his copy will be read by a great many women.

Herewith are a couple of newspaper advertising suggestions that should appeal to the merchant who is looking for something that will get and hold the attention of the housewife. They have been written by an ad writer who makes ad-writing his business, and while one or two changes might suggest themselves to the groeer, they can very well be used to advantage at the present time.

There is another motive behind these advertisements besides the supplying of good copy, attractively set, for use in your local papers. Did you notiee the emblem that appears in each advertisement?—that little flag containing the words, "Be loyal to your own community." Therein is an idea that, if properly applied, will invigorate and rouse the spirit of loyalty in your community — loyalty to your home town and to you as one of its merchants. There are three principal reasons why we believe this "Loyalty" campaign can be successfully operated and on the strength of which we would urge merchants in the small cities and towns to take it up immediately.

First.—The assiduous competition of mail order houses demands aggressive action. They are the worst enemy of the retailers and consequently of your community and the public generally. Everything that can be done should be done, with a view to effectively offsetting this competition. Can you enthuse your customers to see what they can accomplish if they will cooperate with you?

Second. — The occasion is a particularly propitious one. Loyalty to flag and country is uppermost in the public mind—so much so that unless held in check it is in danger of excluding all other considerations. The campaign suggested lends itself very readily to this prevalent spirit. Your challenge does not jar on the publie mind — it just breaks in naturally. The use of the flag design was decided upon with this end in view.

Third. — The words used, "Be loyal to your own eommunity," is now a most popular slogan all over the country by reason of the work being done by the newspapers.

Electros of the small emblem will be supplied to readers of Canadian Grocer at cost priee, 15 cents each, post paid. Cash must accompany order. If larger cuts are desired these can be obtained also at prices in proportion.

In regard to mail order house trade, it should be remembered that the supposition that the townspeople really want to send away for their goods is dead wrong. They write the mail order

Making War on Dirt

Housewives armed with some of these high-quality, dirt-eliminating, germ-killing cleaners can make their charge on fall housecleaning a decisive victory. Cleaning day battles are quickly won with a big saving of time and labor. Look over this list carefully, supply yourself with good ammunition, and the siege will be of short duration.

WASHQUICK SOAP saves rubbing in washing and scrubbing. A big bar for 5c

BLANK'S LYE for cleaning sinks, drains, etc., a powerful disinfectant. Large and small tins, 10c and 5c

SWEEPING POWDER—a sanitary, dustless sweeping compound; brightens carpets, saves dusting. Jumbo size tin 25c

AMMONIA POWDER in boxes, for softening hard water, makes dish washing easy ..... 5c and 10c

CLEANSER POWDER for cleaning bath-tubs, pans and kitchen utensils of all kinds. Convenient sifter cans 10c

SILVER POLISH — produces a quick, lasting shine —does not scratch—use it on your best silverware. Round cakes 10c

BROOMS AND BRUSHES. We carry a full line of high quality brooms and brushes at all prices.

Use the telephone or send the children.
We guarantee satisfaction or refund your money.

John Brown & Son

Quality Grocers

PHONE 695 PETERBORO, ONT.

houses because these concerns get after their business so energetically by newspaper and catalogue advertising. They tell them all about the goods they are likely to require, and they create demand for others.

If every dealer would start a well-planned advertising campaign along these lines, without of course actually advertising the catalogue houses by mentioning them in a way that would cause sympathy, the public would respond. The public will "shop where it is invited to shop." If the retail dealer in the small city or town can make that invitation sufficiently strong and convincing he is bound to take the business right from under the nose of the far-off mail order house.

EASINESS IN CANNED LOBSTER MARKET.

The war and the problem of transportation between Canadian Atlantic ports and Europe are the big factors in the canned lobster situation. Whether in this country the market will hold its footing or whether there will be an accumulation of stocks which cannot be taken to the Old Country and which may be sacrificed on this side of the water remains to be seen. Up to the present time there has been no change in prices and developments are being awaited with interest. It will be a question for European buyers to decide whether to hold for the market for which their purchases were intended or whether they had better get what they can here.

The canned lobster situation is a peculiar one. In Canada at the present time the bulk of the lobster business is done in "live" goods. In Ontario and the provinces east, live lobsters can be supplied in a satisfactory condition and have replaced the boiled and canned lines.

For a limited eastern trade and for the Western trade, purchases of canned lobster are made, but for the most part the canned business is export and it is this fact that makes the situation a peculiar one at the present time when there is so much uncertainty about the conditions in Europe.

Orders for lobster are placed well beforehand. For the most part the pack is made in plain tins, but for the Canadian trade labels are placed on the cans. Foreign importers have their own labels, and these are placed on the cans on their arrival.

The orders which have been placed by Canadian firms would be sufficient to supply the normal trade of this country until April or May. Therefore, the whole situation depends upon the buyers for the export trade. They will have to decide whether they will wait the chance to get their goods to the markets intended, or whether they had better sacrifice all or part in this country.

If the war continues there is a possibility that there will be considerable quantities of lobster on the market which may mean that Canadians will become better acquainted with the article and force down prices.

An address on "Salesmanship and Advertising" was given at the last meeting of the Retail Merchants' Association of Transcona, Man., by Mr. Marshall, credit manager of the A. McDonald Co., of Winnipeg.

FRUIT CHEAP IN ENGLAND.

London, Eng., Sept. 10—(Special to Canadian Grocer).—The result of the War on the Continent of Europe is the glutting of the British market with fruits of various descriptions. This is due to the diverting of cargoes intended for German and other ports which are inaccessible.

The banana trade is particularly active and the Jamaica variety is being sold by brokers at the price of 3 cents a dozen and hawkers are doing a brisk trade with this fruit at 3 and 4 bananas for 2 cents.

The fruit in this country has yielded a particularly good crop and plums, apples, pears, etc., are being sold at ridiculously low figures.

Lines usually retailed by grocers, such as bacon, flour, butter, eggs, etc., have their prices controlled by the Government who quote a maximum figure from day to day above which these lines must not be sold.

The embargo on the export of confectionery lines has been removed, and altogether the "War prices" prevailing are nothing out of the ordinary, and so far as fruit is concerned, very much in favor of the consumer.

War Means Economy

SCARCITY OF MONEY is one of the first effects of war. Fortunately we in Canada are in no danger of feeling the "pinch" of hard times to any great extent, but we do feel instinctively and rightly that we must get good value for every dollar expended and confine our food requirements very largely to the realm of necessities. The following list of staples has been carefully compiled with a view to conveying valuable suggestions to the citizens of Orillia. The prices are consistent with our usual quality standards.

Sugar, best quality. $6 per cwt.
Rice, a most nutritious food, 10 lbs. for 80c
Flour, A1 Brand, per cwt..
Macaroni, no better nourishing food, per lb.....
Rolled Oats, the Scotchman's breakfast .....
Canned Salmon, a meal for the family, per tin.....
Canned Tomatoes, per tin.
Canned Peas, per tin.....
Canned Corn, per tin ....
Pork and Beans, small or large tins .....
Breakfast Bacon, sliced any thickness, per lb. .....
Cooked Ham for luncheon, per lb. .....
Tomato Catsup, fine for cold meat, per bottle .....

"The Better Grocery"

Be Loyal To Your Own Community

Clean Delivery Service

WILSON & HOLMES

TELEPHONE 276

PERTH AVENUE at Maple Street, ORILLIA, ONT.

Some Sugars Up Another 50c.; Situation Clearer

Apart from Sugar Market, Which Continues Strong, Grocery Conditions Are Gradually Clearing—Mediterranean Fruits and Nuts Now Generally Expected—War Scare on the Wane.

Publication Office, Toronto, Sept. 17, 1914.

NOW that it is pretty much all over there is a feeling of wonder in the trade as to what it was all about. Conditions have reverted to the normal and if anything they are a little more quiet than usual at this time of year—and September is never a very active month with the wholesale grocers. So completely has the war scare been dispelled that there does not now even appear to be any reason why it should have started. Working around in a circle, the wholesaler blames the retailer; the retailer the public; the public the newspapers, and so on; people bought largely because the prices were advancing and the prices advanced because of the demand of the people.

The fear that Canada would not be able to import foreign foodstuffs, has little foundation now that the British Fleet has taken control of the world avenues of eommeree. There is practically nothing important that is out of the market at present, so to speak, but Freneh and Belgium lines which are canned goods for the most part, and there is no reason why Canada cannot more than take care of her own needs in these lines. There will be some goods that will not be available, but they do not come under the head of staples. For the future there are some clouds of uncertainty, but these are too far ahead to have much influence on the present situation.

The feature of the week has been another advance of 50c in sugar by the St. Lawrence and Acadia refineries, while the Canada Refinery has held to the level of a week ago. The situation is very uneertain and liable to change hourly. Demand is still strong and supplies are being carefully distributed. Price of raw would warrant further changes in an upward direction and higher prices are to be expected. There is, however, not the feverish demand of a few weeks ago.

In grocery lines in general there is a slightly downward tendeney in the prices, particularly with regard to the imported goods, delivery of which is now being taken for granted.

Flour and cereals continue very firm and are likely to eontinue so while the war lasts. Produce and provisions are very high and the business in Canada is dull, prices being maintained by the export influence and the fact that receipts are short.

Demand for fruits is not active. Canadian basket fruits are eoming more plentifully, but are holding their prices. Apples are expected to be cheap in the early season, as buyers are slow to contract. Lemons have again receded, and are quoted at $4, which is about half the war scare price.

Tea market has eased further on receipt of further supplies and a weak demand. Situation as to future is uncertain as regards Indians and Ceylons, but there is no difficulty with regard to Japans which are little above the old figures.

It was intimated in our last issue that opening prices of eanned salmon would be higher than a year ago by about 57 cents a dozen on 1-lb. talls and 65 cents on 1-lb. flats. While the offieial opening prices have not actually been given out by the British Columbia Packers' Association, yet it can be almost taken for granted that we have pretty nearly hit the mark. These priees are sure to be issued towards the end of the week and they will be available for next week's issue. It looks as if 1-lb. talls would sell at least for 25 cents to the eonsumer this year, as against 20 cents a year ago.

QUEBEC MARKETS.

Montreal, Sept. 17.—Demand has receded to the normal and even a little further, and the lull is particularly noticeable—although expected—coming after the exciting times of the first few weeks after the war outbreak. The war news is all encouraging. Shipping routes are clear and foreign goods are coming. Domestic staples hold their prices on account of the export demand, but for foreign goods the market is a little weaker, if anything, and there are readjustments of prices in the downward direction. City business has fallen off in particular, but there is still a fair volume passing to the country, and things are expected to continue so, for the farmers are getting high prices for their produce. Demand generally is for staple lines, and there is a particularly good sale for canned goods, which now come in the cheap food list more emphatically than ever. For imported lines the demand is falling off.

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—
Wheat very firm.
Speculators rule the situation.
Cereals and feeds continue high.

FISH AND OYSTERS—
Short supplies from the east.
Oyster business is slow.
Ember days mean good business.

FRUITS AND VEGETABLES—
Lemons down again about $1.
Canadian basket fruits firm.
New varieties of apples in.
Prices of vegetables fluctuate.

PRODUCE AND PROVISIONS—
Business is very quiet.
Prices maintain high position.
Receipts of butter and eggs are light.

GENERAL GROCERIES—
Sugar advanced another 50c.
General tendency of priees downward.
Foreign fruits will come as usual.

ONTARIO MARKETS.

FRUIT AND VEGETABLES—
Lemons slightly stronger.
Valencia oranges scarcer.
American peaches keep market down.
Canadian peaches searce.
Plums up 15-20c basket.
Sweet potatoes down to $1.25.
Gherkins up to $1-$1.25.
Tomatoes not ripening well.

PRODUCE AND PROVISIONS—
Egg market firm.
Cheese ½ to 1c easier.
Honey cheaper; Quebec crop big.
Poultry prices declining.

FISH AND OYSTERS—
Halibut supply runs out.
Cod used as substitute.
Smoked fish in demand.
Oysters continue to improve.

FLOUR AND CEREALS—
Wheat market weaker.
Decline in flour possible.
Bran $1 ton cheaper.

GENERAL MARKETS—
New tea supplies here.
New raisin prices expected.
Currants shipped from Greece.
Acadia and St. Lawrence sugars up 50c cwt.
Beans slightly easier.

SUGAR.—Situation is very unsettled. The feature of the week is a further advance of half a cent a pound made by St. Lawrence Refinery, which brings their basis up to $6.25. Canada Refineries are holding to level of a week ago, but there is nothing to indicate how long this may last. Canadian Grocer was informed that there might be a change any hour, although there was nothing to give indication of higher prices for the immediate future. The market is very strong, and the whole tendency is upward. The trade is asked to look for higher prices, which are even now warranted by price of raw. Refiners for most part have cleared up their old orders, and are working from hand to mouth, but they are holding their deliveries down to about half amounts, and are taking every precaution to evade anything like round orders which might indicate a desire to speculate. Travelers are given their allotments for the month, according to their territory, and deliveries are made on this basis.

	Canada.	St. Law.
	Per 100 lbs.	
Extra Granulated Sugars—		
100 lb. bags	5 75	6 25
20 lb. bags	5 85	6 35
2 and 5-lb. cartons	6 05	6 55
Second grade, in 100 lb. bags	5 60	6 20
Yellow Sugars—		
No. 3	5 70	6 20
No. 2	5 80	6 30
No. 1	5 35	5 85
Extra Ground Sugars—		
Barrels	6 15	6 65
50 lb. boxes	6 45	6 95
20 lb. boxes	6 55	7 05
Powdered Sugars—		
Barrels	6 15	6 55
50 lb. boxes	6 35	6 85
25 lb. boxes	6 35	6 85
Paris Lumps—		
100 lb. boxes	6 50	7 00
50 lb. boxes	6 70	7 20
25 lb. boxes	6 80	6 30
Crystal Diamonds—		
Barrels	6 55	7 05
100 lb. boxes	6 70	6 20
50 lb. boxes	6 80	7 30
Cartons and half cartons	7 65	....
Crystal Dominoes, cartons	7 75	....

DRIED FRUITS.—Orders are being taken as usual for Mediterranean fruits, and it is not anticipated that there will be any difficulty with regard to consignments of raisins, currants, etc., from the gulf, as a steamer has been chartered to sail this month. Prices at present are not definite, but it is expected that raisins will be about a cent higher than a year ago, and that currants will be about the same. Dates and figs are expected to come through in due course, but there are no definite quotations as yet. Prunes are on about the same level, but situation is inclined to be easier. There has been somewhat of a slump in dried apples, which evidently has been the result of some of the wholesalers finishing the season with heavy stocks; 8½c is the new quotation.

EVAPORATED FRUITS.	Per lb.	
Apples, 50-lb. boxes	0 08½	0 09½
Nectarines, choice	....	0 11
Peaches, choice	0 09	0 09½
Pears, choice	0 14	0 15
Apricots	0 16	0 20
DRIED FRUITS.		
Candied Peels—		
Citron	0 16	0 20
Lemon	0 10½	0 14½
Orange	0 11½	0 15½
Currants—		
Amalias, loose	0 07	0 11
Amalias, 1-lb. pkgs.	0 08½	0 12½
Filiatras, fine, loose	0 07	0 11
Dates—		
Dromedary, package stock, per pkg..	0 10	0 13½
Fards, choicest	0 11	0 14½
Hallowee, loose	0 05½	0 08
Hallowee, 1-lb. pkgs.	0 07½	0 09½
Figs—		
Finest, 6 crown, about 12 lbs.	0 13	0 13½
Same fruit, 5 and 4 crown, 1 and 2 cents less.		
Prunes—		
40 to 50, in 25-lb. boxes, faced	0 12½	0 13
50 to 60, in 25-lb. boxes, faced	0 11½	0 12
70 to 80, in 25-lb. boxes, faced	0 10	0 10½
80 to 90, in 25-lb. boxes, faced	....	0 09½
95 to 180, in 25-lb. boxes, faced	0 06	0 06½
60 to 70, in 25-lb. boxes, faced	0 10½	0 11
Raisins—		
Malaga table, box of 22 lbs., according to quality	5 00	6 60
Muscatels, loose, 3 crown, lb.	....	0 08½
Sultana, loose	0 14	0 16
Lower grades Sultana, 1 lb. pkgs.	0 15	0 18
Valencia, new	0 06	0 06½
Seeded, fancy	....	0 10½
Seeded, choice	....	0 10

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

RICE.—Market continues strong, with a good volume of business. Rice, despite advance made with declaration of war, is comparatively good value, and has found a big demand.

	Per cwt.
Rangoon Rices—	
Rangoon "B"	3 75
"C.C."	3 65
India bright	3 90
Lustre	4 00
Fancy Rices—	Per cwt.
Polished	5 50
Pearl	5 60
Imperial Glace	5 90
Sparkle	6 10
Crystal	6 16
Snow	6 30
Ice drips	6 45
Carolina head	8 10

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).

	Per lb.	
Imported Patna—		
Bags, 224 lbs.	0 06½	0 07⅜
Half bags, 112 lbs.	0 06¼	0 06½
Quarter bags, 56 lbs.	0 06⅜	0 06⅝
Velvet head Carolina	0 10	0 11
Sago, brown	0 06	0 06½

MOLASSES.—Situation is without change, and price is firm, with continued strength in sugar market. Demand is rather slow owing to heavy stocks held by retailers generally. Corn syrup is beginning to move freely for the fall business, and the situation is firm on the strength of corn.

	Prices for Island of Montreal.	
Barbadoes Molasses—	Fancy.	Choice.
Puncheons	.38	.36
Barrels	.41	.39
Half barrels	.43	.42

For outside territories prices range about 3c lower per gallon than for delivery, Island of Montreal.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—	
Barrels, per lb., 3¾c; ½ bbls., 4c; ¼ bbls.	0 04¼
Pails, 38½ lbs., $1.95; 25 lbs.	1 40
Cases, 2 lb. tins, 2 doz. in case	2 65
Cases, 5 lb. tins, 1 doz. in case	3 00
Cases, 10 lb. tins, ½ doz. in case	2 90
Cases, 20 lb. tins, ¼ doz. in case	2 85
Maple Syrups—	
Pure, per 8½ lb. tin	0 75
Pure, in 15 gal. kegs, 8c per lb., or per gal.	1 00
Maple sugar, pure, per lb.	0 10 0 11

COFFEE.—Situation is without material change, and there is a fair business passing for season. There is nothing of much significance on the horizon in this department.

Coffee, Roasted—		
Bogotas	0 30	0 34
Gautemala	0 28	0 32
Jamaica	0 26	0 29
Java	0 34	0 39
Maricaibo	0 29	0 31
Mexican	0 30	0 34
Mocha	0 32	0 36
Rio	0 23	0 26
Santos	0 27	0 29
Chicory, per lb.	0 12	0 15

NUTS.—Demand for nuts continues weak, and there have been some readjustments in prices in a downward direction. From present outlook there does not appear to be much fear with regard to replenishing supplies, and the fact that this department comes under the head of luxuries will have a tendency to weaken the demand while the war conditions last.

Shelled walnuts, per lb.	0 50	0 52
Shelled almonds, 28-lb. boxes, per lb.	0 52	0 54
Finest filberts	0 15	0 16
Pecans—		
3 crown	0 17	0 18
Large	0 18	0 20
Giants	0 20	0 21
Almonds	0 20	0 21
Walnuts, Grenoble	0 16	0 27
Brazils, new	0 14	0 16
Peanuts, No. 1, 13c; No. 2	....	0 11
Peanuts, No. 3, 9½c; No. 4	....	0 09

SPICES.—Spice situation has changed but little, and there is very fair business, for the pickling season is now on. Prices are somewhat weaker except for cream of tartar, mustard, herbs, etc., from Europe, for which the charges are very high. Cream of tartar is selling at 60c, and there is practically a famine.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins, dozeu.
Allspice	0 15—0 18	0 60—0 70	0 70—0 80
Cassia	0 22—0 25	0 72—0 90	0 80—0 90
Cayenne pepper	0 30—0 35	1 02—1 15	1 10—1 25
Cloves	0 35—0 40	1 15—1 30	1 25—1 40
Cream tartar	0 55—0 60	1 35—1 60	....—....
Ginger, Cochin	0 21—0 23	....—....	....—....
Ginger, Jamaica	0 25—0 30	0 90—1 05	0 95—1 10
Mace	0 85—1 10	....—....	....—....
Nutmegs	0 30—0 35	1 02—1 20	1 10—1 25
Pepper, black	0 23—0 25	0 80—0 90	0 90—1 00
Pepper, white	0 31—0 32	1 05—1 10	1 10—1 20
Pastry spice	0 25—0 32	0 85—1 10	0 95—1 15
Pickling spice	0 20—0 25	0 75—0 90	0 80—0 95
Turmeric	0 20—0 22	....—....	....—....

Lower prices for pails, boxes or baliers when delivery can be secured.

Cardamon seed, per lb., bulk	2 00	2 50
Carraway—		
Canadian	....	0 12
Dutch	....	0 20
Cinnamon, Ceylon, lb.	....	0 60
Mustard seed, bulk	0 18	0 22
Celery seed, bulk	0 35	0 45
Cayenne chillies	0 25	0 30
Shredded cocoanut, in pails	0 20	0 25

DRIED VEGETABLES.—There is a weakness for beans and some of the other lines just at the moment, which is not due to any solid reason, but that there appears to be more competition in the trade and a desire to draw business with some real attractive bait.

Beans—		
Hand picked, per bush.	....	3 70
Canadian, white, per bush.	....	3 60
Yellow, per bush.	....	3 85
Yellow eyes, per bush.	....	4 35
Lima, per lb.	....	0 10
Peas, per bushel	....	3 40
Peas, Imperial green, per bush.	....	3 50
Barley, pot, per bag	....	3 50
Barley, pearl	....	5 00

TEA.—Situation is easing up somewhat, not so much from any material improvement in the outlook, but rather it seems from the falling off in demand following what now looks to have been considerable of a war scare. Price increases in bulk business are 3c to 5c for Ceylons and Indians and even less for Japans, as shipments of the latter are now arriving freely. Just what the situation regarding Indians and Ceylons may be at present is rather uncertain. Shipments are coming forward but it is roported that nothing is being loaded at present and definite advices are hard to get owing to the high cable charges at present in vogue.

ONTARIO MARKETS.

Toronto, Sept. 17.—Stocks of a few lines are being replenished from the Old Country, which should ease the market considerably, though in many cases only those contracts are being filled which

were made before the war. In many cases stocks in London are low, and supplies from that source cannot be secured either through transportation or financial difficulties. The prices of imported jams and marmalade, what with higher price of sugar and various other costs, is 15 to 20 per cent. higher, and in some cases still more, than it was. Candied peels are being shipped at an advance of $1.25 to $2.50 per cwt. in London. Confectionery generally has advanced about $3 in London.

Among other delayed lines which are now arriving from Europe or are on the way are tea, some fresh supplies of which are now in wholesalers' hands; coffee, stocks of which were low; various lines of dried fruits, nuts and rice.

Arcadia and St. Lawrence sugars advanced 50c per cwt. each this week, owing to the high cost of raw sugar, which they have been compelled to buy to cope with the heavy demand. Flour was expected to decline this week owing to a very weak wheat market. Latest advices, however, indicate a strengthening of this market, which will delay this change. The oat market is similarly affected.

SUGAR.—An advance of 50c in both St. Lawrence and Acadia sugars occurred this week, due to the high price of raw. Acadia before the war was quoted $4.40. The advance of 50c this week brought the price up to $6.71. At the recent advance, St. Lawrence becomes $6.31 for extra standard granulated. This company state that by their endeavor to keep the trade supplied, they have found themselves in the market for raw earlier than they otherwise would have been. The recent advance corresponds with the higher price they have been compelled to pay for raws. Redpath sugar is unchanged, but another advance would not be surprising. High prices are predicted for at least a year or two, as crops in France and Belgium have been destroyed.

The two prices quoted below for extra standard granulated are for Redpath's and St. Lawrence respectively.

Extra Granulated Sugars, Montreal Refined per 100 lbs.	
100 lb. bags	5 81 6 31
20 lb. bags	6 41
10 lb. bags	6 46
2 and 5 lb. cartons	6 60
Second grade granulated, 100-lb. bags	6 21
Nova Scotia refined, 100-lb. bags	6 60
Extra Ground Sugars—	
Barrels	6 60
50 lb. boxes	6 21
25 lb. boxes	6 41
Powdered Sugars—	
Barrels	6 51
50 lb. boxes	6 71
25 lb. boxes	6 91
Crystal Diamonds—	
Barrels	6 95
100 lb. boxes	6 85
50 lb. boxes	6 95
Paris Lumps—	
100 lb. boxes	6 85
50 lb. boxes	6 95
25 lb. boxes	7 11
Cartons (20 to case)	8 51
Cartons (50 to case)	8 51
Crystal Dominoes, cartons	9 11
Yellow Sugars—	
No. 1	5 41

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

TEAS.—Fair supplies of tea are arriving from London. It will be a week or more before supplies arrive at New York direct, though a shipment which started on its way before war was declared, is expected in Boston inside of two weeks. The primary market is a shade easier, but this is eaten up by high freights and insurance. Advices from Japan state that the third crop, owing to exceedingly hot weather without rain, is coming in slowly, and supply will not be large. Cable advices have since reported a terrific storm, which completely upset business. It has been resumed for better grades, which are difficult to secure, and will likely advance. Lower grades are being supplied at an advanc of 2c.

DRIED FRUITS.—Prices on new seeded raisins have not yet been published, but are expected any day. The association has been endeavoring to get a proper idea of world prices, and were interrupted by threatened war with Turkey. A local firm of brokers have succeeded in shipping 2,200 boxes of new Sultanas from Smyrna, to arrive early October. They believe these will be about the only new Sultanas in Canada for some time. Figs continue difficult to ship, and from present appearances will not be on this market for Christmas. Comadre figs can be brought through London, and a good supply is expected. Steamers with new currants have sailed from Greece, and are expected here about the middle of October. Prices are slightly higher. Peels are being shipped at an advanced price.

Apples, evaporated, per lb.	0 10½	0 11
Apricots—		
Standard, 25 lb. boxes	....	0 11¾
Choice, 25 lb. boxes	....	0 11¾
Candied Peels—		
Lemon	0 12	0 15
Orange	0 12	0 15
Citron	0 18	0 20
Currants—		
Filiatras, per lb.	0 09	0 09½
Amalas, choicest, per lb.	....	0 09½
Patras, per lb.	....	0 10
Vostizzas, choice	....	0 11½
Vostizzas, shade dried	0 13	0 13½
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09	0 09½
Fards, choicest, 60-lb. boxes	0 08½	0 09
Package dates	0 07½	0 09
Hallowees	0 06	0 06½
Prunes—		
30-40s, California, 25 lb. boxes	0 13½	0 14½
40-50s, 25 lb. boxes	0 12½	0 13½
50-60s, 25 lb. boxes	0 12	0 12¼
60-70s, 50 lb. boxes	0 10	0 10½
70-80s, 50 lb. boxes	0 09½	0 10
80-90s, 50 lb. boxes	0 09	0 09½
90-100s, 50 lb. boxes	0 07½	0 08
25-lb. boxes ¼c more.		
Peaches—		
Standard, 50-lb. boxes	....	0 05⅞
25-lb. boxes ¼c more.		
Raisins—		
Sultana, choice, new	0 10	0 11
Sultana, fancy, new	0 12	0 14
Valencia	0 09	0 09½
Seeded, fancy, 1 lb. packets	0 09⅜	0 09½
Seeded, choice, 1 lb. packets	....	0 09½
Seeded, choice, 12 oz.	....	0 08½
Seedless, 16 oz., packets	0 10½	0 11
Seedless, 12 oz. packets	....	0 10

COFFEE.—Prices are expected to ease up, as supplies are being offered for sale more freely. Javas and Mochas will remain high owing to difficulty in shipping through Suez Canal. Wholesalers' stocks are low, but are being rapidly replenished.

Coffee, Roasted—		
Bogotas	0 25	0 27
Guatemala	**0 26**	**0 28**
Jamaica	**0 24**	**0 25**
Java	0 28	0 30
Maricaibo	0 25	0 26
Mexican	0 25	0 27
Mocha	0 30	0 32
Rio	....	0 20
Santos	0 22	0 23
Chicory, per lb.	0 10	0 12

SPICES.—The market is more active, with free buying, of peppers especially. Prices have not changed much, though advances are expected with broader demands for those now scarce on spot. Cloves are very scarce both here and in Europe. Cream of tartar has more than doubled in price, and is hard to find.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	....—0 12	....—0 18
Allspice, whole	....—....	....—0 17
Cinnamon, whole	....—....	0 21—0 26
Cinnamon, ground	0 18—0 19	0 21—0 26
Cinnamon, Batavia	....—....	0 26—0 36
Cloves, whole	....—....	0 28—0 33
Cloves, ground	0 21—0 26	0 31—0 33
Cream of tartar	0 25—0 35	....—0 80
Curry powder	....—....	....—0 27
Ginger, Cochin	0 14—0 17	0 20—0 23
Ginger, Jamaica, ground	0 17—0 20	0 24—0 27
Ginger, Jamaica, whole	....—....	0 24—0 27
Ginger, African, ground	....—....	....—0 18
Mace	....—....	0 80—1 05
Nutmegs, brown, 64s, 52c; 80s, 42c; 100s	....—....	....—0 37
Nutmegs, ground, bulk, 47c; 1 lb. tins	....—....	....—0 57
Pastry spice	....—....	....—0 27
Peppers, black, ground	0 12—0 16	0 19—0 22
Peppers, black, whole	....—....	0 20—0 22
Peppers, white, ground	0 19—0 27	0 33—0 37
Peppers, white, whole	....—....	0 31—0 33
Pickling spice	....—....	....—0 17
Turmeric	....—....	0 20—0 28

RICE AND TAPIOCA.—Supplies of tapioca are now on the way here. Spot stocks are said to be low, and bringing high prices. Higher markets are not unlikely, as London supplies are short and shipping is difficult. Supplies of rice are coming from London, but appear to be only to fill contracts made when war broke out.

Rice—		
Rangoon, per lb.	0 03¾	0 04½
Rangoon, fancy, per lb.	0 04¾	0 05½
Patna, per lb.	0 06	0 07½
Japan, per lb.	0 06½	0 08
Java, per lb.	0 07	0 08½
Carolina, per lb.	0 11	0 12½
Sago—		
Brown, per lb.	0 06	0 06½
White, per lb.	....	0 06
Tapioca—		
Bullet, double goat	....	0 10½
Medium pearl	0 07	0 07½
Seed pearl	0 07	0 07½
Flake	....	0 10½

BEANS.—The bean market is a little easier owing, it is said, to better outlook for the armies of the allies. New crop will be late in harvest, and as large a crop as last year is not looked for. Peas are stronger, due to very small crop.

Beans—	Per bushel.	
Canadian primes	3 75	4 00
Lima, per lb.	....	0 10
Peas, blue, Canadian, per bush.	3 00	3 25
Peas, whole, white, per bush.	3 00	3 25

NUTS.—Early shipment of Grenoble walnuts from France is impossible. Prices are lower than those previously advised. Marbots are less difficult to ship, though difficult to finance. The forecast on these is 20 per cent. lower than the price formerly quoted. Shelled walnuts are being shipped. The price is not lower, but may be lower later on. Tarragona almonds and Barcelona filberts are coming through. Shelled almonds will probably come from Malaga, where the price is a little higher than from Tarragona, although chances of getting supplies through quickly are better from the former place. Little dif-

ficulty will be experienced in securing supplies of Sicily filberts.

	Per lb.	
In shell—		
Almonds, Tarragona	0 17½	0 18
Brazils, medium, new	0 10¾	0 11
Brazils, large, wasbed, new	0 12½	0 13
Chestnuts, peck	1 75	1 90
Filberts, Sicily, new	0 14	0 15
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 10½	0 11
Peanuts, fancy, roasted	0 09½	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	....	0 17½
Walnuts, Bordeaux	....	0 18
Walnuts, Marbots	....	0 19
Shelled—		
Almonds	....	0 60
Filberts	....	0 27
Peanuts	0 10½	0 11½
Pecans	0 56	0 60
Walnuts	....	0 50

SYRUPS.—Owing to the price of tin and other conditions, it is believed that the price of American molasses in tins will be raised at an early date. Prices of corn syrup are the same. The demand has been poor, but should improve as the weather gets colder.

	Per case.	
Syrups—		
2 lb. tins, 2 doz. in case	....	2 65
5 lb. tins, 1 doz. in case	....	3 00
10 lb. tins, ½ doz. in case	....	2 90
20 lb. tins, ¼ doz. in case	....	2 85
Barrels, per lb.	....	0 03¾
Half barrels, lb.	....	0 04
Quarter barrels, lb.	....	0 04¼
Pails, 38½ lbs. eacb	....	1 95
Pails, 25 lbs. each	....	1 40
Molasses, per gallon—		
New Orleans, barrels	0 26	0 28
New Orleans, half-barrels	0 28	0 30
West Indies, barrels	0 24	0 26
West Indies, balf barrels	0 26	0 28
Barbadoes, fancy, barrels	0 45	0 48
Barbadoes, fancy, half barrels	0 47	0 51
Maple Syrup—Compound—		
Gallons, 6 to case	4 40	4 80
½ gals., 12 to case	4 70	5 40
¼ gals., 24 to case	4 70	5 40
Pints, 24 to case	2 50	3 00
Maple Syrup—Pure—		
5 gallon cans, 1 to case	6 45	6 60
Gallons, 6 to case	6 60	8 00
½ gallons, 12 to case	6 95	7 25
Quarts, 24 to case, in glass	7 00	7 25
Pints, 24 to case	4 00	5 90
Maple Sugar—		
Pure, per lb.	....	0 12½
Maple Cream Sugar—		
24 twin bars	....	1 80
40 and 48 twin bars	3 60	4 85
Maple butter, lb. tins, dozen	....	1 90

CANNED GOODS.

Montreal.—Canned goods are moving freely and they should continue to do, as they represent cheap food under existing conditions. Dealers are generally satisfied with schedule of the canners and express the opinion that there is evidently no desire to take advantage of the fact that foreign canned goods are practically out of market for time being.

MANITOBA MARKETS.

Winnipeg, Sept. 17.—Though the rain, which has fallen quite generally during past few days, has done something to set back harvesting, there are yet many districts—notably that about Brandon—where a large percentage of the crop has already been threshed. This has put money into circulation, with the result that collections from these districts have improved very materially. Collections, as was pointed out a fortnight ago, are being put on a much stricter basis than existed before the commencement of hostilities. Thirty days is now the extreme limit offered by the wholesalers, moreover they are regulating the buying of the dealers to a considerable extent. There seems no doubt, however, that the retailers appreciate the necessity for such action. Certainly they are getting their accounts with the wholesalers in a much improved condition.

SUGAR.—Last week a general advance of 50c per cwt. was struck. Some refiners had already raised their prices to this further extent, but on Tuesday the two large Montreal concerns came to the one level, the basis being $6.20 per cwt. Later on in the week the St. Lawrence refiners made another 50c advance. There seems absolutely no doubt, moreover, that a further advance is to be expected in the others at least and that this will come in the very near future. It is expected the prices will go another cent higher at least.

One of the most serious features here is that even at these high prices great difficulty is experienced in getting supplies. Instead of three or four cars, refiners will send one car for Winnipeg orders, the natural result being that wholesalers are exceedingly short. As the sea-sick boy remarked: "Everything is going out and nothing coming in." For this reason wholesalers have to refuse filling the large orders which the big grocers are anxious to place, with the view of protecting themselves against future advances.

	Per cwt. in sacks.
Sugar, Eastern—	
Extra standard granulated	6 20
Extra ground or icing	6 70
Powdered	6 50
Lumps, bard	7 15
Montreal yellow	5 80
Sugar, Western Ontario—	
Sacks, per 100 lbs.	7 10
Barrels, per cwt.	6 05
Halves, 50 lbs., per cwt.	6 10
Bales, 20 lbs., per cwt.	6 15
Powdered, barrels	6 40
Powdered, 50s	5 75
Powdered, 25s	7 05
Icing, barrels	6 70
Icing, 50s	6 95
Icing, 25s	7 10
Icing, pails	7 00
Cut loaf, barrels	6 80
Cut loaf, 50s	7 05
Cut loaf, 25s	7 30
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 60
5-lb. tins, 1 doz. to case, per case	4 00
10-lb. tins, ½ doz. to case, per case	3 75
20-lb. tins, 3 tins to case, per case	3 70

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case bigher.)

	Per gal.	
Molasses—		
Barbadoes	....	0 53
New Orleans	....	0 34
Maple Syrups—	Per case.	
Imperial quarts, case, 2 doz.	....	5 40
Imperial ½ gals., 1 doz.	....	5 55
New, pure, ½ gal., case	....	9 00
New, pure, ½ gal., quarts, case 2 doz.	....	9 70
New, pure, quart bottles, case 2 doz.	....	9 75

DRIED FRUITS.—Currants are becoming scarce on the Winnipeg market, prices being erratic and high. It is, however, expected that the present standard of prices will obtain for sometime. Apricots remain at the lower figure struck last week. There is no changes in peaches, which are plentiful. It has become practically certain that new figs will be received from Turkey and Smyrna, with costs but little higher than those fixed last year. This is one of the few favorable turns of the market. The higher cost will only be sufficient to offset the increased freight and insurance rates.

Another hopeful indication is in connection with evaporated apples. There seems every possibility that these will likely be quoted for last of October delivery, Winnipeg, at about 7¾e. Contrary to recent expectations, it is now believed that some Valencia raisins will reach this market at about the usual season.

Apples, evaporated, new, 25s	....	0 11½
Apricots, choice, 25's	....	0 14¾
Apricots, choice, 10's	....	0 15¾
Apricots, standard, 25's	....	0 13
Currants—		
Dry clean	....	0 08¾
Washed	....	0 09¼
1 lb. package	....	0 09
2 lb. package	....	0 18
Vostizzas, 1 lb.	....	0 12
Dates—		
Hallowi, loose, per lb.	....	0 06½
Hallowi, 1 lb. pkgs.	....	0 07¼
Fard dates, 12-lb. boxes	....	1 10
Peacbes—		
Standard, 25-lb. boxes	....	0 06¾
Choice, 25-lb. boxes	....	0 07½
Choice, 10-lb. boxes	....	0 08½
Extra choice, 25-lb. boxes	....	0 08⅞
Prunes, in 25-lb. boxes—		
90 to 100	....	0 08½
80 to 90	....	0 09
70 to 80	....	0 11
60 to 70	....	0 12
50 to 60	....	0 13
40 to 50	....	0 13½
Raisins, Valencias—		
Extra select Valencias, 28's, box	....	2 15
Raisins, Sultanas—		
California	....	0 09¾
Smyrnas	0 08	0 12½
Raisins, Muscatels—		
3 crown, loose, 50's	....	0 08¾
3 crown, loose, 25'a	....	0 09
Cboice, seeded, lb.	....	0 09¼
Extra fancy seeded, lb.	....	0 09¾
Raisins, Australians—		
Lexias, 56-lb. boxes	....	0 08½
12-oz. packages, fancy	....	0 07⅞
12-oz. packages, choice	....	0 07½

TEAS AND COFFEES.—Here the tea market remains steady, steps having been taken by some of the tea houses, which resulted in the price of all lines being held on about the levels which were general before the war. Coffees are tending rather toward weakness than strength, the fall on the primary market having a little more than offset the higher charges for transportation and for insurance, which the European trouble has necessitated. Rio No. 5 green is now being quoted in Winnipeg at 16c.

Coffee—		
Rio, No. 5, green	0 16	0 17
Rio, roasted	0 20½	0 21½
Santos, green, No. 4	....	0 20¼
Santos, roasted	0 28½	0 29½
Chicory, per lb.	0 08	0 09
Teas—		
Japans—		
Extra fine, basket, fired	....	0 45
Fancy	0 35	0 39
Choicest	0 33	0 36
Choice or medium	0 29	0 33
Common	0 24	0 27
India and Ceylon—		
Broken Orange Pekoe	0 32	0 44
Pekoe	0 30	0 34
Pekoe Souchong	0 27	0 30
Souchong	0 25	0 27
China—		
Common Moning	0 21	0 22
Good Paklum	....	0 38
Keemum	....	0 53

BEANS.—This is another line where the wholesalers continue to face an inability to get new supplies. The old supplies have been greatly reduced, and large orders do not seem to be particularly wanted. There has been a slight advance in prices locally, Austrian hand picks now being quoted at $3.60 and Canadian hand picks at $3.50. Barley and peas continue steady in price.

Beans—		
Austrian, hand picked		$3 60
Canadian, hand picked		3 50
3 lbs. picker		3 35
Barley—		
Pot, per sack, 98 lbs.		3 60
Pearl, per sack, 98 lbs.		5 00
Peas—		
Split peas, sack, 98 lbs.	3 30	3 65
Whole peas, bushel		2 25

RICE AND TAPIOCA.—The tendency in rice and tapioca is upwards. Prices have not been advanced as yet. It is fully expected that this upward movement will come before the end of Sept. Sago may also be expected to be put upon a higher level.

Rice and Tapioca—		
No. 1 Japan, per lb.		0 05⅞
No. 2 Japan, per lb.		0 04¾
Siam, per lb.		0 04¼
Patna, per lb.	0 06¼	0 06¾
Carolina, per lb.		0 08
Sago, pearl, per lb.		0 05¼
Tapioca, pearl, per lb.		0 05½

WINNIPEG.

PROVISIONS.—A further tendency upwards is noted in this market. Generally business is exceedingly good and collections are reported to be in better state than at the same time year ago. In cured meats there has been no change in price whatever, but lards are up ½c a lb. on the base. This advance is due to the larger demand, and to the fact that production is not as great as seems to be required.

Cured Meats—		
Hams, per lb.		0 22
Shoulders, per lb.		0 15
Bacon, per lb.		0 25
Long clear, D.S., per lb.		0 14
Mess pork, bbl.		28 00
Lard—		
Tierces		0 11½
Tubs, 60s		7 05
Pails, 20s		2 42
Cases, 5s		6 97
Cases, 3s		7 05

BUTTER.—Little change is noted here. The recent advances have not been followed by any continued upward movement. It is very likely, however, that a further advance will be struck before the end of the month.

Butter—		
Creamery, Manitoba		0 29
Dairy	0 19	0 24
Cooking	0 12	0 16

CHEESE.—A weakening tendency has evidenced itself here. While prices have not been altered as yet, the strong tone which was brought about by European buying after the declaration of war, and the expectation of still larger European buying, has abated. It is difficult to tell the future of this market, but present indications point to a slight decline.

Cheese—		
New, large		0 16½
New twins		0 17

EGGS.—Current receipts have improved a great deal in quality, and extra lots are now quoted at 21c or 1c up from last week.

Eggs, Extra First		0 21
Checks		0 12
Extra in Cartons		0 25

GREEN FRUITS.—The week sees a number of new lines on the market in good quantities. Crab apples are now being freely sold, also pears. Eating apples too are quite plentiful, being quoted from $4 to $4.25. Ontario grapes are also to be had, the prevailing price being 40c per basket. For California Tokays, which are now on general sale, the price is $3.

Washington apples have been reduced in price to $1.50 and California lemons are now quoted at $8.50. The drop in lemons it appears is more due to the fact that the cooler weather has resulted in a smaller demand, than to any great increase of the supply. Peaches have dropped 20c to 90c. This is also true of B.C. plums. Grape fruit is practically off the market for the time being.

The volume of business being done cannot be said to be as large as is usual at this time of year.

Apples—		
Washington		1 50
Apples, Bbls.	4 00	4 50
Crab Apples		1 35
Bananas, lb.		0 04½
Lemons—		
California		8 50
Messina		8 00
Oranges—		
California Valencia's		4 00
Peaches, Fresh California		0 40
Plums, Fresh B.C.		0 90
Pears	2 75	3 00
Grapes, Ontario, Basket		0 40
Cal. Tokays		3 00

SASKATCHEWAN MARKETS.

Regina, Sask., Sept. 16.—(Special).—It is estimated that considerably over one-third of the wheat crop of this Province is now threshed. While it has been a little showery and cooler weather prevailed last week, a change for the better has taken place and with continued favorable weather threshing should be pretty well completed by end of September. Sizing up the crop as a whole, wheat is showing up a little better than it was at first estimated, the prospect being that it will average thirteen bushels to the acre.

Markets appear quieter this week. The butter and egg market is quiet, while cheese shows an advance of one cent, this commodity now being quoted at from 17⅞ to 18 cents. It may ease off later on. Sugar is now up to $7.07. Collections are reported to be pretty fair.

Produce and Provisions—		
Butter, creamery, per lb.	0 28	0 29
Butter, dairy, No. 1		0 21
Cheese, per lb.	0 17⅞	0 18
Eggs, fresh, per doz.		
Lard, 3's, per case		7 50
Lard, 5's, per case		7 45
Lard, 10's, per case		7 40
Lard, 20's, each		2 50
General—		
Beans, Ontario, per bushel		3 65
Coffee, whole roasted, Rio		0 22
Cream of tartar, lb.		0 52
Cocoanut, lb.		0 20½
Evap. apples, 50's		0 12½
Potatoes, new, per bushel		1 75
Rolled oats, 20's, 82c; 40's, $1.60; 80's		3 10
Rolled oats, bail of 80 lbs.		3 10
Flour, 98's,		3 45
Rice, per cwt.		4 50
Sugar, standard, gran., per cwt.		7 07
Sugar, yellow, per cwt.		6 67
Walnuts, shelled, 54c; almonds		0 53
Canned Goods—		
Apples, gals., case, $1.61-$1.91, doz.		3 82
Broken beans, 2's		2 60
Corn, standard, per 2 dozen		2 21
Peas, standard, per 2 dozen	2 00	2 05
Plums, Lombard	2 10	2 21
Peaches		3 16
Strawberries and raspberries		4 71
Tomatoes, standard, per dozen		2 65
Salmon—		
Sockeye, 1's, 4 doz. case		9 85
Sockeye, ½'s		12 35
Cohoes, 1's		6 00
Humpbacks, 1's		4 60
Fruits—		
Lemons		12 00
Oranges	4 00	4 75
Dried Fruits—		
Currants, per lb.		0 11¼

ALBERTA MARKETS.

(By wire.)

Edmonton, Alta., Sept. 17.—There were snow and sleet storms in Edmonton and district on Tuesday and crops may suffer a little, but harvest is well under way with excellent reports. Unfavorable weather has caused some delay.

Austrian beans are off market. Rolled oats are firmer, supplies not being able to keep pace with demand. Sugar is very uncertain but firmer. Prunes are firmer. New crop peas are dearer than year ago. Opening prices on salmon higher. Cheese has increased to 17c. Evaporated apples at 11 to 11½c. Lemons are much lower, at $8 to $9.

Produce and Provisions—		
Butter, creamery, per lb.		0 26
Butter, dairy, No. 1, 21c; No. 2		0 16
Cheese, per lb.	0 16¼	0 17
Lard, pure, 3's, per case		7 50
Lard, pure, 5's, per case		7 45
Lard, pure, 10's, per case		7 40
Lard, pure, 20's, each		2 43
General—		
Beans, Ontario, per bushel	3 15	3 25
Beans, Austrian		3 35
Coffee, whole roasted, Rio	0 18½	0 20
Evaporated apples, 50's	0 11	0 11½
Potatoes, new, per bushel		0 45
Rolled oats, 20's		0 79
Rolled oats, bail		3 40
Flour, 98's, $3.55-$3.65; rolled oats, 80's		2 50
Rice, per cwt.		4 50
Sugar, standard, gran., per cwt.		7 30
Sugar, yellow, per cwt.		6 65
Canned Goods—		
Apples, gals., case		1 85
Corn, standard, per two dozen		2 15
Peas, standard, 2 dozen		1 95
Plums, Lombard		2 20
Peaches		3 15
Strawberries, $4.50; raspberries		3 90
Tomatoes, standard, per dozen	2 45	2 65
Salmon, sockeye, 4 doz. talls, case, 1s		9 50
Coboes, 1's, $7.25; humpbacks, 1's		4 50
Fruits—		
Lemons	8 00	9 00

NEW BRUNSWICK MARKETS.

(By wire.)

St. John, Sept. 17.—Markets for most part are firm, but there is a more natural tone gradually taking place in different staples. Collections are improving. It had been generally thought that dried fruits might be higher but it is not now expected. Valencia layers may be a little scarce but arrivals are soon looked for, as a steamer is now ready to sail. Citron peel is higher but California stocks are not affected. Onions are greatly lower, having dropped from $4.50 cwt. to $2.25 in three weeks. Barrel beef has advanced, and market is steady. Pork and pork products are firmer, American being higher at $31.50 and $33.50. Ordinary cornmeal is easier at $2.05. Pure lard is a shade lower. There is a good crop of potatoes in N. B.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.		0 17
Beef, barrel	28 25	28 50
Beef, corned, 1 lb.	3 15	3 30
Pork, American clear, per bbl.	31 50	33 50
Pork, domestic, per bbl.	30 00	31 00
Butter, dairy, per lb.	0 22	0 23
Butter, creamery, per lb.	0 23	0 24
Cheese, new, lb.	0 15¾	0 16
Eggs	0 26	0 27
Lard, compound, per lb.	0 11½	0 12
Lard, pure, per lb.	0 14¼	0 14½

Wheat Declining and Flour Situation Easier

If Drop in Wheat Continues Cheaper Flour is Likely—Speculators Figuring on Length of the War—Rolled Oats Advances Checked By Decline in Oats—Mill Feeds Fairly Firm.

MONTREAL.

MONTREAL.—The flour market remains fairly firm on the ruling prices of wheat and the demand continues fair for domestic business while considerable is being done in the way of export. There is considerable discussion of the matter of price now that the air has cleared somewhat. The present price is governed naturally by the position of wheat and there is a difference of opinion as to the strength of the attitude of the bulls and the bears. On the one hand there is the argument that present wheat prices are warranted by the war situation and on the other hand it is claimed that prices are merely the result of the speculation in the grain pit and that they are not likely to continue. Flour will naturally remain firm on the present wheat basis but there may be a reduction if the bears get into the market. Mills are working to capacity and will continue to do so indefinitely. Export business is not altogether satisfactory as to transport arrangements or as to price but it is on a workable basis and so long as it is there will be no let-up in the grinding.

Manitoba Wheat Flour—	Per bbl.
First patents	6 70
Second patents	6 20
Strong bakers'	6 00

Flour in cotton sacks, 10 cents per barrel more.

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	6 35	6 60
90 per cent.	6 00	6 20
Straight roller	5 80	6 00
Blended flour	5 85	6 35

CEREALS.—There is no change in the prices for cereals. Situation is firm although there has been some falling off in demand.

	Per 96-lb. sack.	
Cornmeal—		
Kiln dried	2 45	2 75
Softer grades	2 20	2 35
Rolled Oats—	90's in jute.	
Small lots	3 12½	3 50
25 bags or more	3 02½	....

Rolled oats in cotton sacks, 5 cents more.

Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.

	100-lb.	bbls.
Rolled Wheat—		
Small lots	....	3 50
Hominy, per 98-lb. sack	....	2 70

MILL FEEDS.—Situation for mill feeds continues firm and in fact there is even a stronger demand noted despite the fact that mills are working to full capacity. In the face of prices demand is abnormally active.

Mill Feeds—	Car lots,	per ton
Bran	....	25 00
Shorts	....	27 00
Middlings	29 00	30 00
Wheat moulee	....	30 00
Feed flour	35 00	38 00
Mixed chop, ton	....	38 00
Crushed oats, ton	....	36 00
Barley, pot, 98 lbs.	3 00	4 00
Oats, chop, ton	....	36 00
Barley chop, ton	....	36 00

TORONTO.

FLOUR.—The wheat market has been declining rapidly, and cheaper flour is looked for by many. Receipts of wheat have been heavy from the West for the past two weeks, farmers being anxious to avail themselves of the high prices being offered. This, coupled with the fact that news from the seat of war is more favorable, has caused the wheat market to drop 10c per bushel since the top of the market was reached. In Winnipeg the decline was 14c. If the wheat market continues to decline, flour will certainly decline too at a corresponding rate. Winter grade fancy patents and straight roller advanced 20c late last week, but this is likely to disappear in the predicted decline if the wheat situation continues its downward tendency.

Manitoba Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
First patent	6 80	6 60
Second patent	6 30	6 10
Strong bakers	6 10	5 90

Flour in cotton sacks, 10c per bbl. more.

Winter Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
Fancy patents	5 50	5 30
90 per cent.	5 10	4 90
Straight roller	5 00	4 80
Blended flour	5 35	4 95

CEREALS.—The market is steady with very little local demand. The oat market is declining as fast almost as wheat, and many think that recent advances do not appear to have been warranted.

Barley, pearl, 98 lbs.	....	5 00
Buckwheat grits, 98 lbs.	5 50	6 00
Corn flour, 98 lbs.	2 50	3 00
Cornmeal, yellow, 98 lbs.	2 65	2 75
Graham flour, 98 lbs.	3 00	3 30
Hominy, granulated, 98 lbs.	....	3 00
Hominy, pearl, 98 lbs.	....	3 00
Oatmeal, standard, 98 lbs.	....	3 63
Oatmeal, granulated, 98 lbs.	....	3 63
Peas, Canadian, boiling, bush.	....	3 00
Peas, split, 98 lbs.	....	5 00
Rolled oats, 90-lb. bags	3 50	3 70
Rolled wheat, 100-lb. bbl.	3 80	4 00
Rye flour, 98 lbs.	....	3 60
Wheatlets, 98 lbs.	....	4 00
Whole wheat flour, 98 lbs.	....	4 00

MILL FEEDS.—Bran can be bought $1 per ton cheaper than last week, but shorts are keeping up pretty well. The demand is not quite so strong as it was.

Mill Feeds—	Mixed cars, per ton	
Bran	25 00	27 00
Shorts	27 00	29 00
Middlings	29 00	31 00
Wheat moulee	....	30 00
Feed flour, per bag	....	1 60

WINNIPEG.

FLOUR AND CEREALS.—A good deal of doubt as to the future of this market is evident. Some millers seem to think that higher prices are absolutely certain to come. Others are holding the view that they nor anybody else can tell what the future is going to bring. One thing is certain, however, and this is that no further advances have been struck during past week.

Though the rain which was quite general, has set back harvesting to some extent, yet there has been a good deal of grain marketed. It is feared by some that the rain will have damaged this grain to some extent, but fortunately a larger number of farmers than ever before have stacked their sheaves this year, and where this is done there is little fear of deterioration.

Of course the future of flour depends to a great extent upon operations on the Grain exchange, and no one seems certain what is going to happen there. This much information is available, however, namely the belief of many veterans of the exchange, that if the war lasts after the first of the year flour, rolled oats, oatmeal, etc., are bound to go much higher. There are some of these veterans who are firm in their opinion that the war will be over before December 31st next. Nevertheless, it would seem that the chance of flour declining in price is exceedingly small, and that every indication pointing towards a continuance of the war makes further advances almost sure.

Manitoba Wheat Flour—	Per bbl.
First patents	6 40
Second patents	5 80
Strong bakers'	5 10
Cereals—	
Rolled oats, per 80 lbs.	2 80
Oatmeal, fine, standard and gran'd, 98 lbs	2 80

MOTORS MAKE DEAR TEA.

Pearson's Weekly, a London, Eng., paper, has the following to say on tea: Tea, all except China, has gone up in price from twopence to fourpence a pound since this time last year. The finest Indian has gone up fourpence, ordinary Indian and Ceylon teas twopence a pound.

The reason, curious as it may seem, is the fact that more and more people are buying motor cars every year.

Brisk selling in the motor world means a growing demand for rubber for wheel tires. This led in the time of the rubber boom to a sharp rise in the price of rubber. It so happens that rubber and tea are two crops that require exactly the same conditions of soil and climate, with the result that ever since the beginning of the rubber boom more and more tea planters have dropped tea for rubber. The effect of the shorter supplies of tea is just beginning to be felt in the present rise of price.

So that is why our tea is dear. If your tea merchant is not rising his price he is giving you poorer quality for your money. The cost of your cup of tea is going to rise further too.

Cranberry and Sweet Potato Seasons are On

Former Selling at $7.50 Barrel in Montreal—Lemons Lower, With End of War Scare—Canadian Peaches Not at all Plentiful, and High Prices Are Maintained—Tomatoes Not Ripening Properly.

MONTREAL.

FRUIT.—During week Canadian basket fruit has been coming into market more freely but generally speaking prices have remained firm, and this has been particularly true of peaches. The demand is not strong and in this respect unseasonable weather has been added to the general conditions. St. Lawrence and Wolf River apples are now in the market and Duchess are dropping off. The apple crop is reported to be generally good and the prices should be cheap, especially early in the season, for the reason that dealers are very slow about taking contracts this fall. Cranberries have also been added to the list at $7.50 the barrel. There is again a substantial reduction noted in the price of lemons this week, and the quotation is now down to $4. In addition to the fact that supplies are coming freely through New York, there is the fact that the hot weather is about over and the demand is falling off.

Apples—		
Dutchess, No. 1	....	3 00
Dutchess, No. 2	....	2 50
Wealthies, No. 1	....	3 00
St. Lawrence, No. 1	....	3 50
Wolf River	....	3 00
Dutchess, bbl.	2 50	3 00
Bananas, crate	2 00	2 50
Cranberries, bbl.	....	7 50
Grapefruit, 54-64-80-96 size, case	3 50	5 00
Grapes, Cal., box	....	2 50
Grapes, Can., small basket	0 27	0 40
Lemons, Messinas—		
Extra fancy, 300 size	....	4 00
Limes, small boxes	....	1 25
Oranges—		
California, late Valencia, 176-200-216-250	....	3 50
California, 126-150 size, box	....	3 50
California, 5-box lots	....	3 25
California cantalonpes, per crate of about 45	....	4 50
Watermelons, each	....	0 50
Peaches, per box	1 40	1 50
Plums, per crate	1 50	1 75
Plums, Canadian, basket	0 50	0 75
Peaches, Canadian, basket	....	1 00
Pears, basket	0 60	0 90
Pears, Cal., box	3 25	3 50
Pears, Tokay, box	....	2 75

VEGETABLES.—There have been big supplies of the later vegetables coming into the market with such new arrivals as carrots and turnips by the bag. The market here is subject to sudden fluctuations as there is no control of the supplies on the open market and of late heavy arrivals, coupled with weakness of demand has led to a drug and close prices to close sales. There have been sales of potatoes, for example, down to as low as a cent a lb., or 75c by the bag, and corn has been picked up as low as 12½c, but these have been unusual instances.

Beans, wax, basket, Canadian	....	0 75
Beans, green, basket, Canadian	....	0 75
Beans, native, bushel, 17-20 lbs.	1 50	1 75
New beets, doz.	....	0 75
Cabbage, per dozen	0 40	0 50
Cabbage, new, per bbl.	....	2 00
Corn, dozen	0 15	0 25
Carrots, new, doz.	0 40	0 50
Cauliflower, native, doz.	....	1 00
Cucumbers, dozen	....	0 25
Celery, bunch	1 00	1 25
Egg plant, per dozen	2 50	3 00
Lettuce, head, per doz.	....	0 50
Curly lettuce, per box, 3 to 4 doz.	....	0 50
Mushrooms, basket, 4 lbs.	1 50	2 00
Onions—		
Spanish, per case	....	3 25
Spanish, crates	....	1 25
New Egyptian, per lb.	0 05½	0 06
Native, per doz. bunches	....	0 75
Red, 100-lb. bags	....	2 25
Parsnips, new, per doz. bunches	....	3 00
Parsley, Canadian, per doz. bunches	0 50	0 60
Peas, native, bushel, 17-20 lbs.	1 00	1 25
Peppers, green, 3½ qt. basket	....	0 75
Potatoes—		
Montreal, new, bag	1 00	1 25
Montreal, new, barrel	....	2 75
Potatoes, new, sweet, Jersey, hpr.	....	2 50
Rhubarb, dozen	0 15	0 25
Spinach, Montreal, in boxes	....	0 50
Sour grass, per box	1 00	1 25
Turnips, Quebec, bag	....	1 00
Turnips, Canadian, bag	....	1 00
Tomatoes, Ontario, basket	....	0 50
Tomatoes, Montreal, box	....	0 60
Quebec, box	....	2 25

TORONTO.

FRUIT.—Canadian grapes are coming in a little more freely, but are still a bit scarce. Prices are the same. Plums, which sold as low as 35c last week, are bringing 60c to-day. Mostly Lombards are coming in, quality only fair; have seen larger ones. Lombards and greengages selling 50-60c. Bartlett pears are quoted 50-70c, but first class fruit sells for 80c. A few Clapp's Favorite 40-50c. Flemish Beauties bring 40c if good. Expect easier market when keepers arrive this week, selling 20-30c. Cantaloupes, quality poor, selling as low as 20c; better stuff 30-40c 11-qt. baskets. Few Canadian peaches this year, except from Leamington which are nearly done. Extra fancy heaped up leno baskets bring $1.25-$1.40, but are scarce. Market was so stiff on account of boxes and bushels coming in from States. Elbertas in boxes from Colorado selling at $1. Late Valencia oranges sold $3-$3.25; getting scarce ,and will bring $3.50 this week. Lemon market a little stiffer—300 in case $5-$6.50. Apples still plentiful, Duchess 25-30c, crab 20-25c, common apples 15-20c.

Apples—		
Canadian, basket	0 15	0 20
Crab, basket	0 20	0 25
Dutchess	0 25	0 30
Bananas, per bunch	1 50	2 00
Cantaloupes—		
Canadian, 11-qt. basket	0 15	0 25
Bushel basket	0 50	0 75
Cocoanuts, sack	....	3 75
Grapes—		
Moore's Early, 6-qt. bkts.	....	0 25
Malagas, case	....	2 00
Oranges—		
California, late Valencias	3 00	3 25
Lemons, Verdilla	5 00	6 50
Limes, per 100	....	1 25
Plums, Lombard, basket	0 35	0 60
Pears—		
Bartletts, basket	0 50	0 75
Clapps Favorite	0 40	0 50
Flemish Beauties, basket	....	0 40
Keefers, basket	0 20	0 30
Peaches, Can., extra fancy	1 25	1 40
Peaches, Colorado, box	....	1 00

VEGETABLES.—Sweet potatoes arriving in bbls. $1.75: will soon drop to $1.25, probably this week. Carrots and beets 75c bag: slow sale, and few receipts. Bigger receipts would break market to 50c. New potatoes, Delawares from N.B., arrive freely—85-90c. 85c is low. A few baskets of green beans, but are practically off market. So many cabbage on street, shippers not encouraged—sold as low as $1 per case. Slicing cucumbers 20c; medium pickling sizes, 35-75c; gherkins are scarce; jumped from 75c to $1-$1.25. Common corn 6-8c; evergreen 8-12c. Corn market higher, but will ease off when more arrives. Spanish onions in large crates poor quality, and temporarily off market. Green peppers 40-50c; red peppers scarce, owing to pickling season, 75c-$1, but will drop. Tomatoes are not ripening properly, and supply is light owing to low prices. Prices are higher this week; poor quality 15-17c, good quality 20-25c. Turnips in bags worth 50c bag. Pickling onions just in, No. 2 large to No. 1 small, 11-qt. baskets, 50c-$1.50. Prices are down this year. Celery receipts good; No. 1 30-35c, No. 2 50-60c.

Beets, Canadian, bag	....	0 75
Beans, Canadian, basket	0 25	0 35
Cabbage, Canadian, case	1 00	1 25
Carrots, bag	....	0 75
Cucumbers—		
Slicing	....	0 20
Medium pickling sizes	0 35	0 75
Gherkins	1 00	1 25
Celery, doz.	0 35	0 60
Corn, per doz.	0 06	0 08
Mushrooms, per lb.	0 60	0 75
Onions—		
Spanish, big crate	....	3 50
Can., 75-lb. bags	....	1 50
Green peppers, basket	0 40	0 50
Red peppers	0 75	1 00
Potatoes, Canadian, per bag	0 85	0 90
Parsley, basket, 11-qt.	0 30	0 35
Tomatoes, Canadian, basket	0 20	0 25
Turnips, bag	....	0 50
Sweet potatoes, hamper	....	1 75

WINNIPEG.

VEGETABLES. — The only price change of importance which has been struck during the week has been in connection with Ontario tomatoes, which are now quoted at 40c in place of the 50 to 60c asked last week. The big volume of vegetables now being sold is coming from local gardeners. There seems good reason to believe that this supply of local vegetables will increase next year. While the present conditions are undoubtedly working some harm, they are yet tending to make holders of outside land realize that this should really be used for market gardens until the natural growth of the city makes it necessary for houses. There has already been a movement to put these subdivisions under cultivation, and it seems quite certain that good supplies of green stuffs will come from these even as early as next year.

Head lettuce, Minnesota, hampers	....	3 50
Head lettuce, Cal., crate	....	4 50
Onions—		
Cal., 100-lb. sacks	2 25	2 50
Parsley, per doz. bunches	....	0 40
New potatoes, per bush.	....	1 20
Tomatoes, Ont., basket	....	0 40

Quebec Ember Days Help the Sale of Fish

Dog Fish on Atlantic Coast Interfering With Catches of Fish—Firmer Market Looked For in Eastern Fish — Good Quality Oysters With Prices Reasonable.

MONTREAL.

FISH AND OYSTERS.—A good turnover was effected this week in fish lines in general on account of the Ember days which were responsible for three fish days — Wednesday, Friday and Saturday. In the fresh fish lines the supplies are only fair, particularly supplies which are drawn from the east or Atlantic coast. The usual pest of dogfish is interfering quite extensively with the fishing operations. Lake fish and Western coast fish will be in fair supply and at normal prices although a small advance is looked for in all eastern varieties. In pickled and salted lines the demand is more stable. A few lots of salmon, herring and codfish have been despatched from the sea to consuming centres. The dried codfish market is rather quiet owing to the export trade being in a precarious condition. Sacrifices may have to be made later. The general condition of the fish trade is pretty good. Prospects for the coming season are not of the brightest; a good turnover is expected, but the prices to be realized will be only fair.

The bulk and shell oyster trade is rather slow and for this the comparatively warm weather at present is partly the cause. Lobsters and all kinds of shell fish are slow and the supply is limited.

TORONTO.

FISH AND OYSTERS.—Oysters continue to improve, and quality is much better than was expected. Stock will be nice throughout the season. Prices are unchanged, being $1.65 to $2.10 for open stock, and $8.50 for shell stock. The war has had no effect on the price of oysters, and there is a tendency on the part of the public to substitute them for more expensive foods.

There is a shortage of halibut just when the demand is heavy. It should, however, be plentiful in a few days. Consumers have been taking cod instead but very little frozen stock. Regular lines selling are halibut, trout, and whitefish. Smoked fish is beginning to go better now that the cold weather is near. Supply of whitefish is rather short. Trout supply only medium; heavy run on trout expected in two weeks. Ciscoe herrings are coming in, and being smoked, selling $1.80.

FRESH FISH.

	Montreal	Toronto
Halibut, fancy, express, per lb.	0 11	0 12
Haddock, fancy, express, lb.	0 06	0 07
Steak cod, fancy, express, lb.	0 07	0 08
Market cod, per lb.	0 05	....
Flounders, fancy, express, lb.	0 07	0 08
Gaspe salmon, per lb.	0 17	....
B. C. salmon	0 16	0 18
Chilled salmon	0 15	....
Buck shad, fancy, express, each	0 30	....
Roe shad, fancy, express, each	0 60	0 80
Dressed bullheads, per lb.	0 10	0 10
Brook trout, per lb.	0 30	....
Whitefish, per lb.	0 12	0 12
Lake trout, per lb.	0 12	0 12
Bluefish, per lb.	0 12	0 12
Herrings, per 100 count	1 50	1 75
Herring	....	0 07
Dore, per lb.	0 12	0 12
Mackerel, per lb.	0 10	....
Swordfish	0 11	0 12
Striped bass, per lb.	0 15	0 15
Pike, per lb.	0 08	0 08
Perch, per lb.	0 05	0 07
Sea bass, lb.	0 08	....
Carp	0 08	....
Eels	0 08	0 10

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb.	.09	.08
Haddies, 15-lb. and 30-lb. boxes, lb.	.07½-.08	.08-.09
Haddies, fillets, per lb.	.11	.12
Haddies, Niobe, boneless, per lb.	.10	...
Herring, Ciscoe,	1.80	...
St. John bloaters, 100 in box	1.20	1.20
Yarmouth bloaters, 60 in box	1.20	1.20
Smoked herrings, medium, box	.16	...
Smoked boneless herrings, 10-lb. box	1.20	...
Kippered herrings, selected, 60 in box	1.20	1.25
Smoked salmon, per lb.	.25	.23
Kippered herrings, ordinary, 60 in box	1.10	1.20
Ciscoe herrings, basket of 15 lbs.	1.75	1.80
Smoked eels	.12	.10
Smoked halibut	....	.20

FROZEN FISH—SEA FISH.

Salmon—	Montreal	Toronto
Gaspe, large, per lb.	....	.12
Red, steel heads, per lb.	.12-.13	.12-.13
Red, sockeyes, per lb.	.10-.11	.11
Red, Coboes or silvers, lb.	.10	.11
Pale, qualla, dressed, per lb.	.07-.07½	.08½
Pale, qualla, dressed, per lb.	.07-.07½	.06½-.09
Halibut, white western, large and medium, per lb.	.07¼-.08	.09
Halibut, eastern chicken and medium, per lb.	.09	...
Mackerel, bloater, per lb.	.07-.08	.09
Haddock, medium and large, lb.	.05½-.06	.07-.08
Market codfish, per lb.	.05-.05½	.07-.08
Steak codfish, per lb.	.06½-.07	.09
Canadian soles, per lb.	.08	...
Blue fish, per lb.	.16-.17	.15

FROZEN—LAKE AND RIVER.

White fish, large, per lb.	.10-.11	.10-.11
White fish, small tullibees, per lb.	.06½-.07	.06½
Lake trout, large and medium, lb.	.11-.12	.12
Dore, dress or round, lb.	.09-.10	.09-.10
Pike, dressed and headless, lb.	.06½-.07	.06
Pike, round, per lb.	.06-.06½	.07-.08

PICKLED FISH.

Salmon, Labrador, bbls., 200 lbs.	15 00	....
Salmon, Labrador, half bbls., 100 lbs.	8 00	....
Salmon, Labrador, tierces, 300 lb.	21 00	....
Salmon, B.C., bbls.	15 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lb.	12 00	....
Sea trout, Labrador, bbls., 200 lb.	11 50	....
Sea trout, Labrador, half bbls., 200 lb.	6 50	....
Mackerel, N.S., bbls., 200 lb.	12 00	....
Mackerel, N.S., half bbls., 100 lb.	7 00	....
Mackerel, N.S., pails, 20 lb.	1 75	....
Herrings, Labrador, bbls.	6 00	....
Herrings, Labrador, half bbls.	3 50	....
Herrings, Nova Scotia, bbls.	6 00	....
Herrings, Nova Scotia, half bbls.	3 25	....
Lake trout, half bbls.	....	8 00
Quebec sardines, bbls.	5 00	....
Quebec sardines, half bbls.	2 75	....
Tonges and sounds, per lb.	0 10	....
Scotch herrings, imported, half bbls.	8 00	....
Holland herrings, imp'ted milkers, hf bbls	7 00	....
Holland herrings, imp'ted milkers, kegs.	0 85	....
Holland herrings, mixed, half bbls.	7 00	....
Holland herrings, mixed, kegs	0 75	0 65
Lochfyne herrings, box	1 35	....

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb.	7 50	7 50
Dried bake, medium and large, 100 lb.	7 00	....
Dried pollock, medium and large, 100 lbs.	7 00	....
Dressed or skinless codfish, 100-lb. case.	8 25	7 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs, per lb.	0 08	0 08
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 30-lb. boxes.	0 10	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, ½-lb. each, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standards, solid meats, gal.	1 80	....
Standards, ordinary, gal.	1 50	....
Selects, per gal.	2 00	....
Best clams, imp. gallon	1 50	....
Best scollops, imp. gallon	2 00	....
Best prawns, imp. gallon	2 00	....
Best shrimps, imp. gallon	2 25	....
Sealed, best standards, quart cans, each	0 35	....
Sealed, best select, quart cans, each.	0 45	....

OYSTERS, CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Oysters, per gal.	1 65	2 10
Cape Cod shell oysters, per bbl.	12 00	....
Malpeque, sbell oysters, selected J.A.P., per bbl.	10 00	....
Malpeque, shell oysters, C.C.I., bbl.	12 00	....
Clams, per bbl.	7 00	....
Mussels, per bbl.	6 00	....
Live lobsters, medium and large, lb.	0 25	....
Boiled lobsters, medium and large, lb.	0 16	....
Soft shelled crabs, doz.	....	....
Winkles, bush.	....	....
Little Neeks, per 100	....	....

St. JOHN, N.B.

FISH.—The general grimness of the meat market has lent added interest to the wares of the fish dealer and good business is reported. Stocks have been fairly plentiful and prices well up to the standard. Dealers here do not see any reason why there should be any great advance in fish prices because of the war. The home market has been pretty well supplied lately because of good catches, and the fact that shipping to the West Indies has been curtailed by bills of exchange not being negotiable here. Sardines are particularly high, being quoted at from $16 to $24 a hogshead. The supply of stock at the packing factories was quite exhausted some days ago, but is better now, with vessels buying from the men right at the weirs, and paying prices three and four times as high as they had been not so long ago.

TEA PRICES.

The following prices were quoted on Melagama and Minto tea, after the quotations in the proprietary articles had been printed:

	Wholesale	Retail
Red Label, 1 lb. or ½	.29	.35
Green Label 1s, ½ or ¼	.32	.40
Blue Label 1s, ½ or ¼	.37	.50
Yellow Label 1s, ½ or ¼	.42	.60
Purple Label, ¼ only	.55	.80
Gold Label, ¼ only	.70	1.00

A good crop of cranberries is anticipated this year in the Cape Cod district. The total yield is estimated at 625,000 barrels, as against 568,000 last year. Prices are expected to rule easy.

One result of the difficulty in getting tea is shown by the fact that the Salada Tea Co. is for the present out of stock of green tea, and will likely be for about a month. This was due to the seizure of the s.s. "Schneefels," on which this firm had a considerable quantity.

Strength Receding from the Provision Market

Hogs Easier and Meats Follow Suit—Cheese Market Also Easing Off, But Butter and Eggs Are Steady—Honey Buyers Holding Off—Cheap Poultry Predicted for This Season.

MONTREAL.

PROVISIONS.—Throughout produce and provision market business is quiet, according to reports received from local dealers. This, of course, refers particularly to city, where there has been a falling off in demand for supplies owing to general conditions and the desire on part of many for cheap foods. Throughout the list the prices are holding firm on the advances which have been made since the opening of the war, but demand is very weak. The price list for hams, bacon, lard, etc., remains without change.

Hams—	**Per lb.**	
Medium, per lb.	0 19	0 20
Large, per lb.	0 18½	0 19
Backs—		
Plain, bone in	....	0 24
Light, per lb.	....	0 22
Boneless	....	0 26
Peameal	....	0 27
Bacon—		
Breakfast, per lb.	0 18	0 19
Roll	....	0 17
Sboulders, bone in	....	0 15
Shoulders, boneless	....	0 16½
Cooked Meats—		
Hams, boiled, per lb.	....	0 29
Hams, roast, per lb.	....	0 29
Shoulders, boiled	....	0 27
Sboulders, roasted	....	0 28
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	....	0 15½
Long clear bacon, 80-100 lbs.	....	0 14½
Flanks, bone in, not smoked	....	0 15½
Barrelled Pork—	**Per bbl.**	
Heavy short cut mess	....	0 32
Heavy short cut clear	....	0 32
Clear fat pork	....	31 00
Clear pork	....	30 00
Lard, Pure—	**Per lb.**	
Tierces, 50 lbs. net	....	0 13¾
Tubs, 50 lbs. net	....	0 14½
Boxes, 50 lbs. net	....	0 14
Pails, wood, 20 lbs. gross	....	0 14¼
Pails, tin, 20 lbs. gross	....	0 13¾
Cases, 10-lb. tins, 60 in case	....	0 14½
Cases, 3 and 5-lb. tins, 60 in case	....	0 14¾
Bricks, 1 lb., each	....	0 15
Lard, Compound—		
Tierces, 375 lbs., net	....	0 10¾
Tubs, 50 lbs., net	....	0 11
Boxes, 50 lbs., net	....	0 11
Pails, wood, 20 lbs., net	....	0 11¼
Pails, tin, 20 lbs., gross	....	0 11¼
Cases, 10-lb. tins, 60 in case	....	0 12
Cases, 3 and 5-lb. tins, 60 in case	....	0 12
Bricks, 1 lb. each	....	0 13
Hogs—	**Per cwt.**	
Dressed, abattoir killed	14 00	14 50

BUTTER.—Butter continues firm at higher level, although local business is far from brisk. Prices are too high for export, and even for shipping to British Columbia, where there is a good demand. The reason for these conditions is undoubtedly the fact that the receipts to the present time have been smaller than last year by a material figure, and the outlook is that the non-productive season will arrive with comparatively small stocks in storage.

Butter—		
Finest creamery, new milk	0 30	0 31
Dairy butter	0 24	0 25

CHEESE.—It does not seem likely that cheese will be able to maintain its present high level, although the prices are at present reported as firm. From export standpoint situation is not satisfactory, and prices are comparatively low on the other side. The strong feature of the market is the fact that receipts are some 40,000 boxes behind a year ago and over 200,000 boxes behind 1912.

Cheese—		
New make	0 16	0 16½
Old specials, per lb.	....	0 18
Stilton	....	0 18

EGGS.—Situation is firm, and there is even an advance of 1c noted for selects. Receipts are coming more slowly than a year ago, and the demand seems to be strong in comparison.

Eggs, case lots—		
New laids	....	0 32
Selects	....	0 30
No. 1s	....	0 26
Splits	0 20	0 22

HONEY.—There is practically no change in the honey situation, and there is not a strong demand even for the new crop, which is being largely handled in combs in the retail trade at the present time.

	White Clover per lb.	Buckwheat per lb.
Honey—		
Barrels	0 11½	0 08
Tins, 60 lbs.	0 12	0 09
Tins, 30 lbs.	0 12½	0 10
Tins, 5 and 10 lbs.	0 12½	0 10
Comb, 13-14 oz. section	0 19—0 20	0 15—0 16

POULTRY.—The demand for poultry continues weak, and the low prices which are the direct result are not encouraging strong shipments. The feature of the poultry business during the week was the demand in the Jewish trade for large live fowl.

POULTRY.

Fresh Stock—	Live.	Dressed.
Broilers, per lb.	0 12—0 15	0 15—0 20
Ducks, milk fed	0 12—0 13	0 14—0 15
Fowl	0 13—0 15	0 16—0 18
Geese	.....	0 15—0 16
Turkeys, spring	.....	....—0 23
Turkeys, old Tom	0 14—0 15	....—0 23
Milk fed chickens, lb.	0 14—0 16	0 18—0 20
Milk fed broilers, lb.	0 15—0 18	0 20—0 22

TORONTO.

PROVISIONS.—The lard market is easier, but only very slightly. A healthy trade is being done in meats, but it looks as though some declines will come before long.

Hams—		
Light, per lb.	0 20	0 20½
Medium, per lb.	0 20	0 20½
Large, per lb.	0 18	0 19
Backs—		
Backs, per lb.	0 24	0 25
Boneless, per lb.	0 25	0 26
Pea meal, per lb.	0 25	0 26
Bacon—		
Breakfast, per lb.	0 20½	0 21
Roll, per lb.	0 15½	0 16
Shoulders, per lb.	0 14½	0 15
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 14¾	0 15
Cooked Meats—		
Hams, boiled, per lb.	0 28½	0 29
Hams, roast, per lb.	0 27	0 28
Shoulders, boiled, per lb.	0 23	0 24
Shoulders, roast, per lb.	0 23	0 24
Barrelled Pork—		
Heavy mess pork, per bbl.	26 00	28 00
Short cut, per bbl.	30 00	32 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 12¾	0 13¼
Tubs, 60 lbs.	0 13	0 13¼
Pails,	0 13½	0 13¾
Tins, 3 and 5 lbs., per lb.	0 13¾	0 14¼
Bricks, 1 lb., per lb.	0 14½	0 15¼
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09¾	0 10¼
Tubs, 50 lbs., per lb.	0 10	0 10½
Pails, 20 lbs., per lb.	0 10¼	0 11
Hogs—		
F.O.B., live, per cwt., off car	....	9 45
Live, fed and watered, per cwt.	....	9 50
Dressed, per cwt.	....	14 50

BUTTER.—There is a good steady market for butter, and it is firm at the recent advance. No important change in price is anticipated for some weeks. The importation of butter from New Zealand later in the year would have a decided effect on the market. For the present it is expected to remain firm.

Butter—		
Creamery prints, fresh made	0 30	0 31
Separator prints	0 27	0 29
Dairy prints, choice	0 26	0 27
Dairy, solids	0 22	0 24
Bakers	0 18	0 20

CHEESE.—The cheese market is ½c to 1c weaker, attributed to the fact that ships cannot be secured at Montreal for export. An easy market should continue, as it will be difficult to ship for a couple of weeks. Another reason attributed for the decline is that there was no bona fide cause for the big advance when the Quebec Government made a present of cheese to the Imperial Government two weeks ago. Quotations this week are: Large, 15¾-16c; twins, 16-16¼c.

Cheese—		
Old, large	0 17	0 17¼
Old, twins	0 17¼	0 17½
New, large	0 15¾	0 16
New, twins	0 16	0 16¼

EGGS.—Eggs are 2c dozen off in the States, and no demand from British Columbia, and yet the Toronto market holds up. This can be attributed to the fact that receipts are falling off owing to the cold weather. There is no shortage, however, and prices are about the same as last week. Some dealers are asking higher prices—30-32c for strictly new-laid; 28-29c for selects, and 26-27c for straights.

Eggs, case lots—	**Per dozen.**	
Strictly new laid in cartons	0 29	0 31
Selects	0 27	0 29
Straights	0 25	0 28
Trade eggs	0 20	0 21

POULTRY.—Next Monday is the Jewish New Year Day, for which there will be a big demand for poultry. Old hens will be good enough this week, but next week roosters will be in big demand. We shall likely see an easier poultry market this year; feed is scarce, and the farmer will not carry his stock over. Spring chickens dropped 2c lb. this week, and they will be down to 10c before long. Poultry will be about the cheapest thing on the market this year.

Fresh Stock—	Live.	Dressed.
Fowl	0 12	0 14
Spring chicken, lb.	0 12	0 14
Turkeys, young	0 15	0 18
Turkeys, old Tom	0 13	0 15
Ducklings	0 12	0 14

Despite the high prices prevailing, the Demand and Consumption of

CANNED LOBSTERS

in the Dominion of Canada are increasing annually. The volume of pack is smaller.——Customers insist more and more for reliable brands.

Owing to the War

it is expected that next season some of the best qualities hitherto exported to Germany and other Continental Markets will be available for the Canadian Trade.

To Secure Uniformity of Quality

and render this branch of the Grocery business satisfactory to both Wholesaler and Retailer, all BUYERS—catering for high-class trade—will do well to handle

"ENCORE BRAND"

A Standard quality in the Export trade for 35 years

The Product of the Largest Lobster Shippers and Packers in the World

A big demand for all classes of Canned Foods is anticipated this Winter. Your stock will not be complete without Canned Lobsters. Ask your Wholesale Grocer for "ENCORE" BRAND.

WAR NOTICE

The pulse of every Britisher beats with pride at the magnificent devotion of the Canadian people to the Motherland in this crisis.

Being closely allied to the Canadian people by our business operations throughout the Dominion, we are going to bear ourselves the entire increase in ocean freight rates as well as the War Risk premium on the transportation of our products from England, in order that the increased cost which these charges would entail would not fall upon the shoulders of the buyers or consumers of our products in Canada.

We are, therefore, able to announce that there will be no increase in our selling prices to the wholesale or retail trades due to these causes.

HOLBROOKS LIMITED

of Birmingham, England

Sauces, Pickles, Vinegar, Custard Powder, Etc.

Selling Branches at Toronto, Montreal, Vancouver

Your word *of* honor is given your customers when they ask you point blank if you can recommend a certain article. Why not always sell, and stock, only extracts that you know to be absolutely pure, of full and uniform strength, proven by 44 years *of* use by Canadian housewives?

Jonas'
Extracts

Manufactured Since 1870 by

HENRI JONAS & CO.

Montreal

Money In Salesmanship

The trained salesman is practically independent. Scores of business houses seek his services.

It should, therefore, be the aim of every young man to qualify himself for a higher position. He can accomplish this in his spare time, just as hundreds have done.

No work so quickly develops poise, self-reliance, ease, ability to grasp situations, instinct to meet the demands of the moment, and the capacity to meet men of their own level, as representing MACLEAN'S.

This work puts you in touch with the prominent men of each town, a connection of inestimable value. We require representatives in nearly every town and center of population in Canada. You can make from $5 to $10 per week in addition to your regular salary. We give you a practical training that is worth consideration.

Write us to-day for particulars.

MACLEAN PUBLISHING CO.

143 University Ave. -:- Toronto, Ont.

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

WHITE SWAN SPICES AND CEREALS, LTD.

5c Tins, 4 doz. to case, weight 10 lbs.	$0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs.	65
6 oz. Tins, 4 doz. to case, weight 25 lbs.	90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs.	9 50

COOK'S FRIEND BAKING POWDER.

In Cartons—	
No. 1 (25c size), 4 doz.	$ 2 25
No. 1 (25c size), 2 doz.	2 23
No. 2 (10c size), 6 doz.	0 80
No. 2 (10c size), 3 doz.	0 80
No. 3 (5c size), 4 doz.	0 45
In Tin Boxes—	
No. 13, 1-lb., 2 doz.	3 00
No. 14, 8-oz., 3 doz.	1 75
No. 15, 4-oz., 4 doz.	1 10
No. 16, 2½ lbs.	7 25
No. 17, 5 lbs.	14 00

ROYAL BAKING POWDER

Sizes	Per doz.
Royal—Dime	$ 0 95
" ¼-lb..	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—when packed in barrels one per cent. discount will be allowed.

FOREST CITY BAKING POWDER.

6-oz. tins	$ 0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$ 0 17
In 10-lb. lots or case	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

100 books and over, each	0 03½
500 books to 1,000 books.	0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN.

Biscuit Flour (Self-rising), 2 doz. to case, weight 70 lbs.	$2 88
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Breakfast Food, 2 doz. to case, weight 85 lbs.	3 30
King's Food, 2 doz. to case, weight 95 lbs.	5 20
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 30
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 30

DOMINION CANNERS.

Aylmer Jams.	Per doz.
Strawberry, 1912 pack	$2 15
Raspberry, red, heavy syrup	2 15
Black Currant	2 00
Red Currant	1 85
Peaches, white, heavy syrup	1 50
Pear, Bart., heavy syrup	1 77½

Jellies.

Red Currant	2 00
Black Currant	2 20
Crabapple	1 65
Raspberry and red currant	2 00
Raspberry and gooseberry	2 00
Plum jam	1 55
Green Gage plum, stoneless	1 55
Gooseberry	1 85
Grape	1 55

Marmalade

Orange Jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	2 00
Ginger	2 20

Pure Preserves—Bulk

	5 lbs.	7 lbs.
Strawberry	0 69	0 95
Black currant	0 69	0 93
Raspberry	0 69	0 95

14's and 30's per lb.

Freight allowed up to 25c per 100 lbs.

Strawberry	0 69	0 95
Black currant		0 13
Raspberry		0 13

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35

The Westerners are getting the money

Sell them your goods

Good crops and War prices on wheat is bringing prosperity to Western farmers. They are buying freely and paying cash. Why not start to-day and get your lines in this large and profitable market?

Our large corps of salesmen are daily calling on the trade and are ready to introduce your lines. These men are well acquainted with the trade and in a position to give you a business-getting service at remarkably low cost.

Seven large track warehouses in strategic centers offer ample storage and shipping facilities.

For further particulars and terms write

Nicholson & Bain, Wholesale Commission Merchants and Brokers **Winnipeg, Man.**

Branches: Regina, Saskatoon, Edmonton, Calgary, Lethbridge, Vancouver

A tip on the side, Mr. Grocer

Did it ever occur to you that you can make more money selling Malcolm's lines of Condensed Milk and Condensed Coffee than any other line on the market? Malcolm's lines of Milk and Coffee are making new and satisfied customers every day. For quality and deliciousness they are unsurpassed. Our Condensed Coffee, with milk and sugar added ready for use, is a seller from the start. No other brand can equal it for flavor.

PRICES:

St. George Brand Coffee, 2 doz. in case	**$4.80**
St. George Evaporated Milk, 4 doz. in case	**3.60**
Banner Condensed Milk, 4 doz. in case	**5.25**
Princess Condensed Milk, 4 doz. in case	**4.50**
Premier Machine Skimmed, 4 doz. in case	**3.80**

Order them from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax. We will prepay freight up to 50c. per 100 lbs.

Malcolm's Condensing Co.

St. George, Ontario

CAN-O-WAX

a household necessity

A pure refined paraffine wax, sweet and clean. A very profitable seller during the preserving season.

Can-O-Wax makes an absolutely air-tight seal for Jelly, Canned Fruits, Catsups, Sauces, etc., in jars, bottles or glasses. The long, round sticks insure convenience and economy.

For laundry use it is indispensable, makes clothes white (no bleaching), will not injure the finest fabric. Costs little, saves much.

Let us send you a sample tin. Sold through the wholesale trade.

CANADIAN OIL COMPANIES, Ltd.

Toronto, Ont.; Winnipeg, Man.; Montreal, Que.; St. John, N.B.; Halifax, N. S.; Regina, Sask.; Calgary, Alta.; Nelson, B.C.

The Seasoner That Sells All Seasons

Purity Salt is a line that gives entire satisfaction throughout the year to both dealer and consumer. PURITY SALT is rightly named because it consists exclusively of fine, dry, even crystals free from all foreign substances.

It is pure—that is why the women think so highly of it. Good profits assured. Insist on getting **Purity** when next ordering.

The

Western Salt Co., Limited

COURTRIGHT, ONTARIO

Diamond, 8's, 6 and 12-lb. boxes	0 20
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 25
Diamond, ¼'s, 6 and 12-lb. boxes	0 26
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz.	0 90
Chocolate Confections	Per lb.
Maple buds, 5-lb. boxes	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 4 bars per box	0 85

EPP'S.

Agents—F. E. Robson & Co., Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ¼, ½, and 1-lb. tins, 14-lb. boxes, per lb.	0 35
10c tins, 3 doz. in box, doz.	0 90

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N. B.; J. A. Taylor, Montreal; P. O.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Nut milk breakfast cocoa, ¼'s and ½'s	0 36
Nut milk, No. 1 chocolate	0 30
Nut milk Navy chocolate, ½'s	0 26
Nut milk Vanilla sticks, per gr.	1 00
Nut milk Diamond chocolate, ½'s	0 24
Nut milk plain choice chocolate liquors	20 30
Nut milk sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1, chocolate, ¼ and ½-lb. cakes, 34c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 39c. lb.; German's sweet chocolate, ⅛ and ¼-lb. cakes, 6-lb. boxes, 24c lb.; Caracas sweet chocolate, ⅛ and ¼-lb. cakes, 6-lb. boxes, 32c lb.; Cinquieme sweet chocolate, 1-5-lb cakes, 6-lb. boxes, 21c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked cocoa, ¼-lb. pkgs., 6-lb. bags, 31c lb. Caracas tablets, 5c cartons, 40 cartons to box, $1.25 per box; Caracas tablets, 5c cartons, 20 tons to box, 65c.

The above quotations are f.o.b. Montreal.

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved—	Per case.
Eagle Brand, each 4 doz.	$ 6 00
Reindeer Brand, each 4 doz.	6 00
Silver Cow Brand, each 4 doz.	5 40
Gold Seal Brand, each 4 doz.	5 25
Mayflower Brand, each 4 doz.	5 25
Purity Brand, each 4 doz.	5 25
Challenge Brand, each 4 doz.	4 50
Clover Brand, each 4 doz.	4 50
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each, 4 doz.	4 50
Peerless Brand, tall, each, 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each ½ doz.	4 75
"Reindeer" Coffee and Milk, "large," each, 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
"Regal" Coffee and Milk, each, 2 doz.	4 50
"Reindeer" Cocoa and Milk, each, 2 doz.	4 80

MINTO BROS.

MELAGAMA BLEND.

Ground or bean—	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 38

Packed in 30's and 50-lb. case.

Terms—Net 30 days prepaid.

WHITE SWAN SPICES AND CEREALS, LTD.

ENGLISH BREAKFAST COFFEE

WHITE SWAN

½ lb. Tins, 2 doz. to case, weight 22 lbs.	$0 22
1 lb. Tins, 2 doz. to case, weight 40 lbs.	20
1 lb. Tins, 2 doz. to case, weight 35 lbs.	39
1 lb. Tins, 4 doz. to case, weight 80 lbs.	38

NO. 1A.

½ lb. Tins, 2 doz. to case, weight 22 lbs.	$0 32
1 lb. Tins, 2 doz. to case, weight 40 lbs.	30
2 lb. Tins, 1 doz. to case, weight 40 lbs.	30

PRESENTATION COFFEE

A Handsome Tumbler in Each Tin.

1 lb. Tins, 2 doz. to case, per lb.	27c.

Shipping weight, 50 lbs. per case.

FLAVORING EXTRACTS.

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

1 oz. bottles, per doz., weight 3 lbs.	$1 15
2 oz. bottles, per doz., weight, 4 lbs.	2 20
2½ oz. bottles, per doz., weight 6 lbs.	2 50
4 oz. bottles, per doz., weight 7 lbs.	4 00
8 oz. bottles, per doz., weight 14 lbs.	7 50
16 oz. bottles, per doz., weight 23 lbs.	14 40
32 oz. bottles, per doz., weight 40 lbs.	28 80
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

Mapeleine—	Per doz.
2-oz. bottles (retail at 50c)	4 50
4-oz. bottles (retail at 90c)	6 80
8-oz. bottles (retail at $1.50)	12 50
16-oz. bottle (retail at $3)	24 00
Gal. bottles (retail at $30)	15 00

10 oz. Sweet Mixed

Canada's largest Pickle Factory is sending you new buyers—are you ready to supply their requirements?

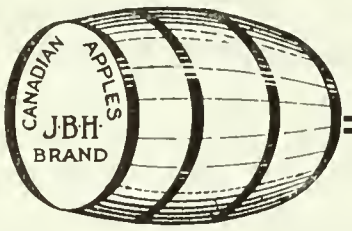
For two full weeks we gave daily demonstrations to the multitudes of visitors at the Canadian National Exhibition. The people saw and tasted the various varieties of the high-grade *"Sterling" Brand* delicacies—pickles, catsups, jams, etc.

They were convinced of the superior qualities and deliciousness of these lines, and they are coming to you for them. The good profit and steady sales make it well worth your while to stock and display "Sterling" Brand Products.

The **T. A. Lytle Co., Ltd.**

Sterling Road, Toronto

Ask Your Wholesaler for this package



Select Ontario Apples

All Standard Winter Varieties — Car Lots

Selected fruit from the richest apple-growing belt in Ontario—best transportation facilities—easy access to refrigerator cars—ship to all parts of the Dominion.

EGGS! Inquire re prices, etc. Also ask for quotations on all grades of fresh and storage eggs.

The H. M. Hambidge Co.

Wholesale Apple and Egg Merchants

AYLMER, ONTARIO

Note: Arrangements made for enclosures of pears, produce, canned goods, etc., when desired.

GELATINE.

Knox Plain Gelatine (2-qt. size), per doz.	1 30
Knox Acidulated Gelatine (2-qt. size), per doz.	1 30
Cox's Instant Powdered Gelatine, per doz.	1 10

CLARK'S PORK AND BEANS IN TOMATO SAUCE.

	Per doz.
No. 1, 4 doz. in case	0 60
No. 2, 2 doz. in case	0 95
No. 3, flats, 2 doz. in case	1 15
No. 3, talls, 2 doz. in case	1 35
No. 6, 1 doz in case	4 00
No. 12, ½ doz. in case	6 50

EBY-BLAIN, LIMITED, TORONTO. ANCHOR BRAND.

Ammonia Powder—"Anchor"	Per case.
50 cases, 6 doz.	$ 2 40
10 cases, 3 doz.	2 40
5 case lots, freight prepaid, Ontario points	2 25

Baking Powder—"Anchor"	Per doz.
4 oz. tins, cases 4 doz.	0 67½
6 oz. tins, cases 4 doz.	0 90
8 oz. tins, cases 3 doz.	1 20
12 oz. tins, cases 3 doz.	1 65
16 oz. tins, cases 2 doz.	2 00
2½ lb. tins, cases 1 doz.	4 50
5-lb. tins, cases 1 doz.	8 40

Chocolate—Unsweetened—"Anchor"	
10c cakes, boxes 2 doz.	0 90
Cocoa—"Anchor"	**Per doz.**
10c tins, cases 4 doz.	0 90
	Per lb.
¼s, tins, cases 4 doz.	0 36
½s, tins, cases 2 doz.	0 35
1s, tins, cases 1 doz.	0 35
Coffee—"Anchor"	**Per lb.**
1 lb. tins, whole or ground, cs., 30 lb.	0 33
2 lb. tins, whole or ground, cs., 30 lb.	0 32

Cream of Tartar—"Anchor"	Per doz.
10c pkgs., boxes, 4 doz.	0 95
½ lb. pkgs., boxes 4 doz.	2 10
½ lb. screw top tins, boxes 4 doz.	2 40
1 lb. screw top tins, boxes 2 doz.	4 40
Custard Powders—"Anchor"	
10c pkgs., cases 3 doz.	0 90

Flavoring Extracts—"Anchor"	
10c bottle	1 00
2½ oz. bottle	2 00
4 oz. bottle	3 50
8 oz. bottle	6 50
16 oz. bottle	12 00
32 oz. bottle	24 00
64 oz. bottle	48 00

Flour—Potato—"Anchor"	Per doz.
Cases 2 doz.	1 20
Icings, Prepared—"Anchor"	
10c pkgs., cases 3 doz.	0 90
Mustard, D.S.F.—"Anchor"	
5c tins, boxes 4 doz.	0 45
10c tins, boxes 4 doz.	0 90
	Per lb.
¼s, tins, boxes 12 lbs.	0 38
½s, tins, boxes 12 lbs.	0 37
1s, tins, boxes 12 lbs.	0 36
Rice, Special Grain—"Anchor."	**Per doz.**
Cases 2 and 4 dozen	0 90
"Anchor" Brand	**Per case.**
Shaker Table Salt, free running, cases 2 doz., case	1 60

"GOLD MEDAL" COFFEE.

Whole or Ground—	Per lb.
½ lb. tins, cases 30 lbs.	0 34
1 lb. tins, cases 30 lbs.	0 33
2 lb. tins, cases 30 lbs.	0 32

"GOLD MEDAL" ROLLED WHITE OATS.

	Per case.
25c pkgs., cases 12 pkgs.	2 40

"KING" NAPHTHA BORAX WASHING COMPOUND.

5c pkgs., cases 50s	1 90
5c pkgs., cases 100s	3 75
10c pkgs., cases 3 doz.	3 50

"KOLONA" CEYLON TEA.

	Per lb.
30c black, green or mixed, ½ and 1 lb. pkgs.	0 25
40c black, green or mixed, ½ and 1 lb. pkgs.	0 30
50c black, green or mixed	0 35
60c black, green or mixed	0 42
80c black, green or mixed	0 55
	Per doz.
"Meat of Wheat" Breakfast Food, cases 2 doz.	1 45
"Wheat - Os" Breakfast Food, cases 2 doz.	1 45
	Per doz.
"Piccaninny" pancake and buckwheat	1 00

LAPORTE, MARTIN, LIMITED.

Montreal Agencies.

BASIN DE VICHY WATERS.

L'Admirable, 50 qts., case. 5 00

VICHY LEMONADES.

Efficace	5 50
Neptune	6 00
San Rival	7 00
La Savoureuse, Cork—	
50 qts., case	7 50
100 pts., case	9 00

CASTILE SOAP.

"Le Soleil," 72 p.c. Olive Oil.

Cs. 25 11-lb. bars, lb.	0 08½
Cs. 200 3½-lb. pieces, cs.	4 25
Cs. 12 3-lb. bars, lb.	6 60½
Cs. 50 ¾-lb. pieces, cs.	4 00
Cs. 50 1-lb. sq. pieces, cs.	4 75
Cs. 50 1-lb. long pieces, cs	4 75
Cs. 200 200 grs. pieces, cs.	7 75
Cs. 010 300 grs. pieces, cs.	6 00
Cs. 200 300 grs. pieces, cs.	12 00

ALIMENTARY PASTES. BLANC & FILS.

Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 06
Box, 25 lbs., loose	0 07

Imported Peas "Soleil."

	Per case
Sur Extra Fins, 40 Falcons, cs.	$10 00
Snr Extra Fins, 100 ½ cs.	15 50
Extra Fins, 50 1 kilo, cs.	14 50
Extra Fins, 100 ½ kilo, cs.	15 00
Tres Fins, 100 ½ kilo, cs.	13 50
Fins, 100 ½ kilo, cs.	11 50
Mi Fins, 100 ½ kilo, cs.	11 00
Moyens, No. 1, 100 ½ kilo, cs.	10 00
Moyens, No. 2, 100 ½ kilo, cs.	9 50
Moyens, No. 3, 100 ½ kilo, cs.	9 00

MINERVA PURE OLIVE OIL.

Case—	
12 litres	$8 00
12 quarts	6 00
24 pints	6 50
24 ½ pints	4 25
Tins—	
5 gals., 2s	2 00
2 gals., 6s	2 05
1 gal., 10s	2 10
20s, ⅛ gal.	2 60

CANNED HADDIES

"THISTLE" BRAND.

A. P. TIPPET & CO., Agents.

Cases, 4 doz. each, flats, per case	$5 40
Cases, 4 doz. each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent harley, ½ lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

This space has been secured by

GRIFFIN & SKELLEY

SAN FRANCISCO

Packers of California Food Products. Watch it. It will be interesting to every retail grocer.

CANADIAN REPRESENTATIVES:

HALIFAX - GRANT, OXLEY & CO.
MONTREAL - A. P. TIPPET & CO.
TORONTO - W. G. A. LAMBE & CO.
WINNIPEG, SASKATOON, CALGARY
REGINA, EDMONTON
MASON & HICKEY

R. H. C.

Rideau Hall Coffee is most highly commended, it's the coffee customers like. Being put up in sanitary tins it is easy to display and sell —all the deliciousness of the freshly roasted coffee bean is fully retained. Your customers will enjoy this quality coffee—there's overflow value in every cup.

Your wholesaler will supply you.

GORMAN, ECKERT & CO., Ltd.
LONDON ONTARIO
Western Selling Agents
MASON & HICKEY WINNIPEG

BOLOGNA

All meats are high-priced and must be so as long as present conditions prevail. There is one line, however, that has not advanced in price and furnishes a good food at a reasonable price. Bolognas are made out of good, fresh beef trimmings and are very cheap in comparison with other foods. If you have not sold them, try them now.

MADE UNDER GOVERNMENT INSPECTION

F. W. Fearman Co., Ltd.

HAMILTON, ONT.

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a Want Ad. in this paper.

You can offer "King Oscar" Sardines to your most fastidious patrons and ensure customer satisfaction. They are of the highest quality and uniform size, prepared and packed under most sanitary conditions.

King Oscar

Brand

Sardines

are packed in the finest olive oil in solderless cans. Canadian people know these widely advertised sardines as the "Sardines that make Stavanger famous." Take advantage of our widespread advertising and introduce the real sardines of quality in your town.

They will help you win. Ask your wholesaler.

CANADIAN AGENTS

J. W. Bickle & Greening

(J. A. Henderson)

HAMILTON, ONTARIO

CRANBERRIES

Finest Cape Cods

$7.00 Bbl.

This price is low. Should warrant liberal sales. Can be retailed 10c. qt.

Tokay Grapes

Colorado Peaches

Sweet Potatoes

WHITE & CO., Ltd., Toronto

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case	0 11¼
Cases, 5 lbs., 12 to case	0 11½
Cases, 10 lbs., 6 to case	0 11

F. O. B. Montreal.

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	$1 40
D. S. F., ½-lb.	2 50
D. S. F., 1-lb.	5 00
F. D., ¼-lb.	0 85
F. D., ½-lb.	1 45
	Per jar.
Durham, 4-lb. jar	0 75
Durham, 1-lb. jar	0 25

VERMICELLI AND MACARONI

C. H. CATELLI CO., LIMITED.

Hirondelle Brand.
Prices for Qnebec.

	1 lb. pkgs.	loose.
Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Animals, Stars, Alphabets, Small Paste Assorted, 30 lbs., cases	7	6½
Egg noodles, case 10 lbs., loose; cases 60 pkgs., ½ lb. each	7½	7

Marguerite Brand.

Same assortment as above	6½	6

Catelli Brand.

Vermicelli, Macaroni, Spaghetti, 30 lbs. (loose)	5½
30 lb. cases, 1 lb. pkgs	5½

Terms, Net 30 days.

Ontario.

L'ETOILE (STAR) BRAND.
Freigbt Prepaid.

1 lb. pkg., 25 cases or more	.07½
1 lb. pkg., less than 25 case lots	.07½
5 lb. box, loose, per lb	.05½
10 lb. box, loosc, per lb	.05½
21 lb., loose, long, per box	1.50

Terms, net 30 days.

WHITE SWAN LYE

Single Cases, 4 doz.	$3 40
3 case lots, 4 doz.	3 30
5 case lots, 4 doz.	3 20

Shipping weight 50 lbs. per case.

JELLY POWDERS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz.	$ 0.90

List Price.

JELL-O.

Assorted case, contains 2 doz	1 80

Straight.

Lemon, contains 2 doz	1 80
Orange, contains 2 doz	1 80
Strawberry, contains 2 doz.	1 80
Chocolate, contains 2 doz	1 50
Cherry, contains 2 doz	1 80
Peach, contains 2 doz	1 80

Weight, 8 lbs. to case, Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz	2 50

Stralgbt.

Chocolate contains 2 doz	2 50
Vanilla contains 2 doz	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz	2 50
Unflavored contains 2 doz.	2 50

Weight 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.

3 dozen to box	3 60
6 dozen to box	7 20

30 days.

RICHARDS' PURE SOAP.

5-case lots (delivered), $4.15 each with 20 bars of Qnick Naptha as a free preminm.

Richards' Quick Naptha Soap.

GENUINE. Packed 100 bars to case.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$5 90
Five cases or more	4 95

STARCH.

THE CANADA STARCH CO., LTD., EDWARDSBURG

BRANDS and

BRANTFORD BRANDS

Boxes.	Cents.
Laundry Starches—	
40 lbs., Canada Laundry	.06¼
40 lbs., Boxes Canada white gloss, 1 lb. pkg.	.06¾
48 lbs. No. 1 white or blue, 4 lb. cartons	.07¼
48 lbs., No. 1 white or blue, 3 lb. cartons	.07¼
100 lbs., kegs No. 1 white	.06¾
200 lbs., bbls., No. 1 white	.06¾
50 lbs., Edwardsburg silver gloss, 1 lb. cbrome pkgs.	.07¾
48 lbs. silver gloss, in 6-lb. tin canisters	.08¼
36 lbs., silver gloss 6-lb. draw lid boxes	.08¼
100 lbs., kegs, silver gloss, large crystals	.07¼
28 lbs., Benson's Satin, 1-lb. cartons, chrome label	.07½
40 lbs., Benson's Enamel (cold water) per case	3 00
20 lbs. Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60
Culinary Starch.	
40 lbs. W. T. Benson & Co.'s prepared corn	.07¾
40 lbs. Canada pure corn starch	.06½
(120-lb. boxes ¼c higher.)	
Casco Potato Flour, 20-lb. boxes, per lb.	.10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.	.60
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	.06½
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	.07
Barrels, 200 lbs.	.06½
Kegs, 100 lbs.	.06½
Lily White Gloss—	
1-lb. fancy cartons cases 30 lbs.	.07½
8 in case	.07¾
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	.08
Kegs extra large crystals, 100 lbs.	.07
Canadian Electric Starch—	
Boxes, containing 40 fancy pkgs., per case	3 00
Celluloid Starch—	
Boxes containing 45 cartons, per case	3 60
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.06
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.07½
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	.07½

(20-lb. boxes ¼c higher than 40's.

The Tea Situation

ALMOST immediately with the outbreak of the war some tea firms increased their prices, but Richard Dickeson & Co. have all along declined to advance their prices, and by cable they advise their Hamilton Agents that they will not alter the price or the quality of their Tea as long as they can receive support.

Their action is not without considerable hardship to themselves, in view of the increased cost of Tea at the Gardens—shortage of supplies—and the difficulty of shipping with the risks on the High Seas,—and many other justifications for raising the price.

Their attitude must surely commend itself to all dealers.

DICKESON'S TEA
"The Beverage of the Old Country."

DICKESON'S Tea has already scored huge successes in Canada —*Now* is the time to stock up with this favourite Old Country Beverage.

Write to any of the following Canadian agents:

TORONTO
Frederick E. Robson & Co.

HAMILTON
C. G. Walker & Co.

OTTAWA
H. N. Bate & Sons, Ltd.

WINDSOR
G. Clair Bliss, Detroit, Mich.

ST. JOHN, N.B.
E. T. Sturdee.

QUEBEC
A. Francois Turcotte.

WINNIPEG
W. Lloyd Lock & Co.

AMHERST, N.S.
Morrison's, Ltd.

A Big Battle Won!

Many housewives have learned the short-cut way of winning the washday battle. **WONDERFUL SOAP** is their most effective weapon—its powerful cleansing qualities play havoc with the enemy—dirt. It makes linens clean and white.

A regular seller at a worthwhile profit.

Guelph Soap Co.

Guelph, Ontario

Fretz Brand Catsup

—an attractively priced, absolutely pure, fine quality tomato catsup

NO PRESERVATIVES OR COLORING

Right from most productive gardens of Canada come the fresh, sun-ripened tomatoes that go into Fretz Brand Catsup. Not an ounce of preservative or coloring is used in the preparation and the most rigid care is taken to ensure the absolute purity and high quality.

Drop a card to-day, asking for prices.

Fretz Limited

HAMILTON, ONT.

Agents

Amos B. Gordon Co., Toronto, Ont., General Sales Agents.
A. A. Adams, Agent for Hamilton, Ont.

Keeping up sales

is a problem with dealers who do not stock standard pack goods. Why not keep up your sales by handling the high quality, satisfaction-giving Brunswick Brand Sea Foods? Fish is a very desirable food in all seasons —so easily digested, and healthful.

Brunswick Brand

has set the standard in fish foods.

Fish freshly caught in the famous Passamaquoddy Bay are scientifically packed a few moments after leaving the water.

They are steady sellers and allow a good profit.

Look over this list and fill in your stock to-day:

¼ Oil Sardines.
⅜ Mustard Sardines.
Finnan Haddies (oval and round tins)
Kippered Herring
Herring in Tomato [Sauce
Clams
Scallops

Connors Bros., Limited

Black's Harbor, N.B.

THESE FISH ARE SUFFICIENTLY COOKED AND MAY BE EATEN COLD
BRUNSWICK BRAND
HERRINGS IN TOMATO SAUCE
Breakfast Delicacy
PREPARED BY
CONNORS BROS LTD
BLACK'S HARBOUR, N.B. CANADA
Diploma awarded at St John Exhibition 1898
THEY SHOULD NOT BE LEFT IN THE TIN AFTER IT IS OPENED

THESE FISH ARE SUFFICIENTLY COOKED AND MAY BE EATEN COLD
BRUNSWICK BRAND
KIPPERED HERRINGS
Breakfast Delicacy
PREPARED BY
CONNORS BROS LTD
BLACK'S HARBOUR, N.B. CANADA
Diploma awarded at St John Exhibition 1898
THEY SHOULD NOT BE LEFT IN THE TIN AFTER IT IS OPENED

OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack., 4 doz. per case, $4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, $3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, $3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case, $4; Ocean Borax, 8 oz. pack., 4 doz. per case, $1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, $3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, $3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, $6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, $6.50; Ocean Baking Powder, 4 oz. pack., 4 doz. per case, $3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, $1.60; Ocean Baking Powder, 5 lbs. tin, 10 tins per case, $7.50; Chinese Washing Powder, 8 oz., 120 pack., per case, $4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, $6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, $4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, $4; Ocean Liquid Blue, pint bottles, 2 doz. per case, $1.80; Petrolatum, 2 oz. jars, 12 doz. per case, $5.40; Petrolatum, 5 oz. jars, 6 doz. per case, $5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz., per case, $7.20.

SOUPS—CONCENTRATED

CHATEAU BRAND.

Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli, Consomme, Tomato.

No. 1's, 95c per dozen.
Individuals, 45c per dozen.
Packed 4 dozen in a case.

COW BRAND BAKING SODA.
In boxes only.

Packed as follows:

5c packages (96)	$3 20
1 lb. packages (60)	3 20
½ lb. packages (120)	3 40
1 lb. 30 / ½ lb. 60 } Packages, Mixed.	3 30

SYRUP.

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case	$2 65
5-lb. tins, 1 doz. in case	3 00
10-lb. tins, ½ doz. in case	2 90
20-lb. tins, ¼ doz. in case	2 85
Barrels, 700 lbs.	3¾
Half barrels, 350 lbs.	4
Quarter barrels, 175 lbs.	4¼
Pails, 38½ lbs.	1 95
Pails, 25 lbs. each	1 40

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case	3 00
5-lb. tins, 1 doz. in case	3 35
10-lb. tins, ½-doz. in case	3 25
20-lb. tins, ¼-doz. in case	3 20

(5, 10 and 20-lb. tins have wire handles.)

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case.. 4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s, Tins, 2 doz. to case.

Quebec, per case	$1 35
Ontario, per case	1 50
Manitoba, per case	2 30
Saskatchewan, per case	2 60
Alberta, per case	2 70
British Columbia, per case.	2 40

DOMOLCO BRAND.

2s, Tins, 2 doz. to case.

Quebec and Ontario, per case	2 95
Manitoba, per case	3 40
Saskatchewan, per case	3 65
Alberta, per case	3 75
British Columbia, per case.	3 55

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles 3 and 6 doz. cases, doz.	0 90
Pint bottles, 3 doz. cases, doz.	1 75

H. P.

	Per doz.
H. P. Sauce— Cases of 3 dozen	1 90
H. P. Pickles— Cases of 2 doz. pints	3 25
Cases of 3 doz. ¼-pints	2 20

STOVE POLISH.

JAMES DOME BLACK LEAD.

2a size, gross	2 50
6a size, gross	2 40

NUGGET POLISHES.

	Doz.
Polish, Black and Tan	0 85
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleanser	1 15

TEAS.

THE SALADA TEA CO.
East of Winnipeg.

	Wholesale.	R't'l.
Brown Label, 1s and ½s	.29	.35
Blue Label, 1s, ½s, ¼s, and ⅛s	.35	.45
Red Label, 1s and ½s	.41	.55
Gold Label, ½s	.49	.65
Red-Gold Label, ½s	.55	.80

Green Teas temporarily withdrawn.

Prices subject to change without notice.

ORANGE MARMALADE.

"BANNER BRAND" PURE FRUIT PRODUCTS.

JAMS AND JELLIES.

2's	$2 25
4's	0 35
5's	0 42
7's	0 60
30's, wood	0 08
12-oz. glass jar	1 20
Tumbler, glass	1 15

MARMALADE.

2's, per doz.	$2 30
4's, per pail	0 40
5's, per pail	0 45
7's, per pail	0 65
30's, wood, lb	0 08¾
12-oz. glass jar, doz	1 20
Tumbler, glass, doz	1 15

Prices subject to change without notice.

MELAGAMA AND MINTO TEA.

MINTO BROS., LIIMITED.

45 Front St. East.

We pack in 60 and 100-lb. cases.

All delivered prices.

	Wholesale	Retail
Green Label, 1s, ½ or ¼	.30	.40
Blue Label, 1s, ½ or ¼	.35	.50
Yellow Label, 1s, ½ or ¼	.40	.60
Purple Label, ¼ only	.55	.80
Gold Label ¼ only	.70	1.00

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c pkgs., 1 15

UPTON'S KETCHUP

is steadily making friends for itself.

A friend made is always retained—because it is absolutely the best value on the market.

Write us for prices or ask your jobber.

THE T. UPTON CO.
Limited

Factory at Hamilton,

Sales Dept. at St. Catharines.

GRAPES

From now until the end of the season we are in a position to give you the best deal on Grapes. If you want fifty baskets, a carload, or ten carloads, let us quote you prices F.O.B. cars at Stoney Creek. All our Grapes are fresh cut every day and are from the best vineyards only. This assures you of fresh fruit at all times.

Write or phone us for prices.

THE HOUSE OF QUALITY

Hugh Walker & Son

Established 1861

Guelph and North Bay

MOTT'S "Elite" Chocolate

is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—**MOTT'S.**

Retails at 10 Cents per Cake.

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

Hot Weather Special

on

Brooms

only while they last.

4 String,	No. 100,	$3.00	line at	$2.40
4 "	" 200,	$3.20	"	$2.60
4 "	" 300,	$3.60	"	$3.00

Regular goods.

Walter Woods & Co.
Hamilton

Olive Economy!

Customers know that they get more in quantity and quality in every bottle of **D. W. C. Spanish Olives.** They are big sellers all the time.

A trial order will prove.

ROWAT & CO.

Glasgow - Scotland

CANADIAN DISTRIBUTORS

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba, and the North-west; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

BUY

STARBRAND

Cotton Clothes Lines

AND

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers

SEE THAT YOU GET THEM

BLACK JACK

QUICK
CLEAN
HANDY

TRY IT

SOLD BY ALL JOBBERS

¼-lb. tins—
3 doz. in case

Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Company

LIMITED

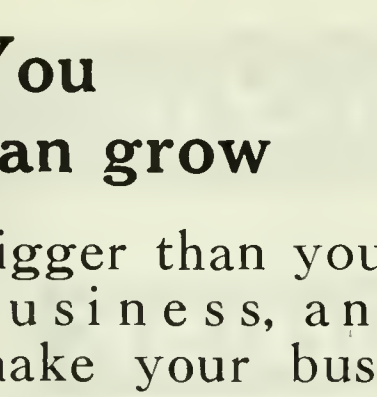
NIAGARA FALLS, ONTARIO

You can grow

bigger than your business, and make your business grow bigger too. One way is to courteously recommend the goods of quality you sell.

Fels-Naptha soap, for instance—will do all the makers claim for it: and do it well.

Are your women customers all so informed?



Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

Apples

We will pack

10,000 barrels

of the celebrated Georgian Bay Apples this Fall. Place your orders early.

LEMON BROS.

Owen Sound, Ontario

Don't forget

"Aurora"

The best brand of

Valencias

J. J. McCabe

AGENT

TORONTO, ONT.

Georgian Bay Apples

Famous the World over for keeping and for quality. Our Beaver Brand the best of these. We are packing and carefully grading this year. Our stock is fine this year. Can quote Fall and Winter in boxes and barrels. Quality never better and prices reasonable.

Winter stock, good per cent. of Spies, also good per cent. No. 1. Carlots our specialty. Write for prices.

Can also quote Crab Apples and Pears.

Beaver Brand Evaporated Apples. We can quote in large or small quantities. Where once tried, they are repeaters and sell themselves. Buy the best and sell more. Enquiries cheerfully answered.

ELLIS BROS.

Meaford, Ont. **Box 130**

Phone 79, Evap. 177, Residence 175

Fresh meat sausages are very wholesome and economical

Now is the time to order a regular supply of the high quality

Schnieder's

Country Pork, Weiner and Bologna Sausages

There's quality and deliciousness in every ounce. Nothing like them for boosting provision sales and profits.

"Twelve Varieties"

J. M. SCHNEIDER & SONS

LIMITED

Berlin, Ontario

Buyers' Guide

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

A want ad. in this paper will bring replies from all parts of Canada.

COMTE'S

Satisfaction and profits with every sale. We want more agents. Write

Augustin Comte & Co.,
Limited, P. O. Box 2963, MONTREAL

COFFEES

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal

WRITE TO
10 Garfield Chambers, Belfast, Ireland, for Sample Copy of the

Irish Grocer, Drug, Provision and General Trades' Journal

If you are interested in Irish trade.

GRATTAN & CO., LIMITED
ESTD. 1825
The Original Makers of

BELFAST GINGER ALE

Agents in Western Canada
EMERSON, BAMFORD CO.
842 Cambie Street VANCOUVER, B.C

HOLLAND RUSK

The most delicious, nourishing food you can offer your customers, and it means a liberal profit to you. Order a case from jobber to-day.

HOLLAND RUSK COMPANY
HOLLAND, MICH.

SWEET CIDER
and WINTER APPLES

Write for quotations to
Lakebourne Farms Limited
Brighton, Northumberland Co., Ont.

When writing advertisers kindly mention having seen the ad. in this paper.

THEY ARE GOOD
OLD STAND-BYS

Baker's Cocoa and Chocolate

Registered Trade-Mark

are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Trade-mark on every genuine package

MADE ONLY BY

Walter Baker & Co., Limited
Established 1870
Montreal, Can. Dorchester, Mass.

20th Century Retailing DEMANDS the use of

ALLISON COUPON BOOKS

You can't get away from credit business without driving away trade. And if you don't use **Allison Coupon Books** you are bound to lose some money on credit accounts. Allison Coupon Books make credit business "good as gold."

HERE'S HOW THEY WORK:

When a man wants credit give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No passbooks, no charging, no time wasted, no errors, no disputes.

For Sale Everywhere by Jobbers.

ALLISON COUPON COMPANY
Indianapolis, Indiana, U.S.A.

Shop Where You Are Invited

The firms who advertise are the firms who invite your patronage, and are most deserving of it. A product that is persistently advertised to the critical dealer is a product that can be relied upon to give satisfaction, for the maker behind that product must be confident that it will earn your approval; otherwise, he would not dream of holding it up for your and your customers' criticism.

Talk across Canada for two cents a word

WHAT DO YOU WANT TO BUY OR SELL?

A Show Case, Cheese Cutter, Coffee Mill, a Meat Slicer, a Business? Whatever your wants may be, always use this page. It is only through Canadian Grocer's Condensed Ad. Page that the fullest publicity can be given, because "Canadian Grocer" goes into the hands and is read from cover to cover by every progressive Grocer from the Atlantic to the Pacific.

Try it out.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word for first insertion, 1c for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

COLLECTIONS

COLLECTIONS—ACCOUNTS AND CLAIMS of every nature collected everywhere. Send for free booklet C and forms. Commercial Collection Co., 77 Victoria St., Toronto, Ont.

MISCELLANEOUS

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 134. Stair Building, Toronto.

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

FIRE INSURANCE INSURE IN THE Hartford. Agencies everywhere in Canada.

THE NATIONAL CASH REGISTER COMpany guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

ACCURATE COST-KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination — employees' time register and cost keeper. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

WANTED

WANTED — EXPERIENCED GROCERY clerk wishes position. Handy with sign brush and experienced in window dressing, etc. Can show excellent recommends, or can give good references. Apply, stating wages, etc., to Box 61, Canadian Grocer, Toronto. 119

WANTED—A RELIABLE, AMBITIOUS MAN in every town, to look after the circulation of magazines. Work very remunerative. MacLean Publishing Company, 143-153 University Ave., Toronto, Ont. t.f.

ENERGETIC SALESMAN, AGE ABOUT 40, wanted. Must have grocery connection between Montreal and Quebec. White Swan Spices & Cereals, Pearl St., Toronto, Ont. tf

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

WANTED—A POSITION IN GROCERY AS clerk or manager. Am now manager of Grocery Dept. of Best Grocery Store in the Boundary. Address, C. J. Allen, Greenwood, B.C., Can.

WANTED BY YOUNG MARRIED MAN position as grocery clerk or manager, excellent references. Write Box 62, Canadian Grocer, Toronto. (0)

FOR SALE

GROCERY STORE FOR SALE — EXCELlent proposition. Stock and fixtures about $3,500. Turnover $13,000 to $14,000 yearly. Will sell property with business or rent. Illness reason of selling. Good buy for quick sale. Box 59, Canadian Grocer, Toronto.

FOR SALE — CASH REGISTER, SINGLE drawer. Best condition. At half cost. Apply E. A. Stahl, Berlin. 4914

GENERAL STORE AND MEAT MARKET—phone central, in connection. On Calgary and McLeod branch C.P.R. Stock $5,500.00, turnover $1,500.00 per month. Living rooms above store. Reply to Box 57, Canadian Grocer Toronto.

FOR SALE—AN ADVERTISEMENT UNDER this heading would be seen by practically every progressive grocer in the Dominion. This means that it will be read by the very man who is in need of such a coffee mill, cash register, cheese cutter, showcase, etc., that may be standing idle in your store, and which could be turned into money by an outlay of just two cents a word. See our rates above and send your ad. along to-day.

AGENCIES WANTED

MONTREAL JOBBING FIRM SEEK agency for Canadian independent canners. Good references. Box 60, Canadian Grocer, Toronto. 119

AGENCY WANTED FOR VANCOUVER AND District by an A.1. man. What have you got? Write "Agent", 250 Dunsmuir St., Vancouver, B.C. (259)

Are You Interested?

In Buying a Business,
In Selling a Business,
In Engaging a Clerk,
In Securing a Position,
In Securing a Partner,
In Disposing of Second-hand Fixtures,

Then you should use
Canadian Grocer's Classified Ad. Columns.

It should find for you among the progressive Grocers of Canada at least one individual who is on the lookout for just such a proposition that you have to offer.

CANADIAN GROCER reaches the retailer, the wholesaler, the manufacturer, the clerk and the traveller, just the men to whom you wish to sell or from whom you would buy.

No Other Paper Reaches
All These Men.

RATES:
(payable in advance)

2c per word, first insertion.

1c per word, subsequent insertions.

5c extra per insertion when replies are to be addressed c|o Canadian Grocer.

Canadian Grocer
143-153 University Ave., Toronto

THE "WANT AD."

The "want ad." has grown from a little used force in business life into one of the great necessities of the present day.

Business men nowadays turn to the "want ad." as a matter of course for a hundred small services.

The "want ad." gets work for workers and workers for work.

It gets clerks for employers and finds employers for clerks. It brings together buyer and seller, and enables them to do business though they may be thousands of miles apart.

The "want ad." is the great force in the small affairs and incidents of daily life.

WAGSTAFFE'S JAMS

for Canada's Troops

The Best is none too good for the Soldiers who are fighting for our liberty.

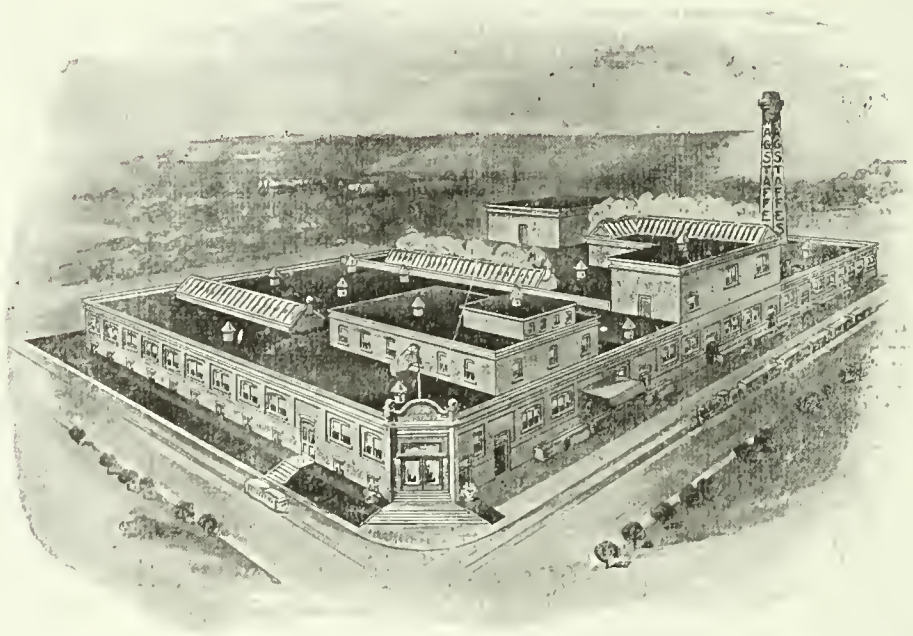
at Valcartier

It is estimated
the British Government is buying over one million pounds per week, for the army. Pure Jams are very sustaining in the arduous duties of the Soldiers. **WAGSTAFFE'S PURE JAMS.**

Wagstaffes Limited

PURE FRUIT PRESERVERS

Hamilton **Canada**



THE MOST UP-TO-DATE FRUIT PRESERVING PLANT IN CANADA

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WAR TIME

You can rely on us to give you Best Service and Best Prices possible during the present unrest and trouble.

MINERAL WATERS FROM BASSIN DE VICHY

We offer, subject if unsold, our French Mineral Waters, at exceptionally low prices. The quality is equal, if not superior to other Brands selling at a much higher price.

Source Admirable, 50 bottles	$6.00 c|s
Source Efficace, 50 bottles	6.50 c|s
Source Neptune, 50 bottles	7.00 c s
Source Sans Rivale, 50 bottles	8.00 c|s

Natural Alcaline Table Water from Evian Source "Cachat". The Purest in the World.
$9.00 per case of 50 bottles.

FRENCH ALIMENTARY PASTES

Blanc Fils. Valence sur Rhone
We have a complete line:
Macaroni, Vermicelli, Spaghetti, Noodles and Egg Paste.

EXTRA GOOD QUALITY

Cases of 25 lbs., 8c lb.

CIGARS

We have bought a large quantity at a very low price, and offer them to the trade at 25% cheaper than they could be bought from the Manufacturer.

Get our conditions and prices because they are selling rapidly. Each quality is *the* Quality.

Laporte, Martin, Limitee

568 St. Paul St., Montreal

How to Succeed

RULES ARE NOTHING. Success isn't a matter of rules. It's something inside a man, something that belongs to his nature and character. If a man has it, he will succeed. If he hasn't, all the copy book headings in the world won't give it to him.

The things that bring success are the things that belong to character. To succeed you must mould the character aright. There is nothing influences character so much as companionship. Make companions of weak people and you become weak, make companions of strong people and you become strong.

Successful men influence us sub-consciously. They are just a little more exact, a little more industrious, a little more enthusiastic . . . in a word, a little more alive.

We talk with them and become like them. They are our best educators because they educate character.—*Pitman's Magazine of Business Education.*

Did Merchants seek to develop the initiative and executive, suggested in these few lines, their business would never cease growing. Let expansion be everyone's motto, being certain, however, that it is sound expansion, i.e., the result of actual mental and physical efforts, (be certain to eliminate everything of a speculative or chance character, for such distract from real sound efforts.) The exercise of honest efforts, with the addition of a happy, patient and courteous manner, will compel things to "come one's way," in a manner which nothing on earth can prevent.

Our Seal TUCKETT'S SMOKING Tobacco

If fond of a good pipe yourself smoke "OUR SEAL" Tobacco

This is the supreme result of six years' experimenting in the blending of tobacco leaves to produce an article that is both mild and satisfying—a rich, mellow tobacco, with a pleasing delicate flavor and fragrance, made from the properly grown and ripened leaves of the finest Virginia plants.

Try it yourself and stock it for your best trade. Smokers all appreciate "Our Seal."

Get it from your wholesaler.

TUCKETT LIMITED, Hamilton, Ontario

Finest Quality

Whittemore's Shoe Polishes

Largest Variety

The Oldest and Largest Manufacturer of Shoe Dressings in the World

"GILT EDGE"

The only black dressing for ladies' and children's shoes that positively contains OIL. Softens and preserves. Imparts a beautiful black lustre. LARGEST QUANTITY, FINEST QUALITY. Its use saves time, labor and brushes, as it Shines without brushing.

Sponge in every bottle, so Always Ready for Use.

Also for gents' kid, kangaroo, etc.

25c size.

"ROYAL GLOSS"

For Ladies' and Children's Black Shoes

Restores the color and lustre to all faded or worn black shoes, softens and preserves the leather. Apply with sponge attached to cork.

Always Ready for Use. Shines Without Brushing.

10c size.

A TRIAL WILL CONVINCE YOU

If you will only place a trial order at once with your jobber's salesman and then make a counter or showcase display of these shoe polishes, you will at once be convinced that it is the easiest thing in the world to make sales.

The name **Whittemore** stands for more than shoe polish; it stands for quality first and then quantity.

"Elite Black Combination"

The ONLY polish endorsed by the manufacturers of Box Calf leathers.

Contains oil and positively nourishes and preserves leather and makes it wear longer. Blacks and polishes. Cover remover attached to each box.

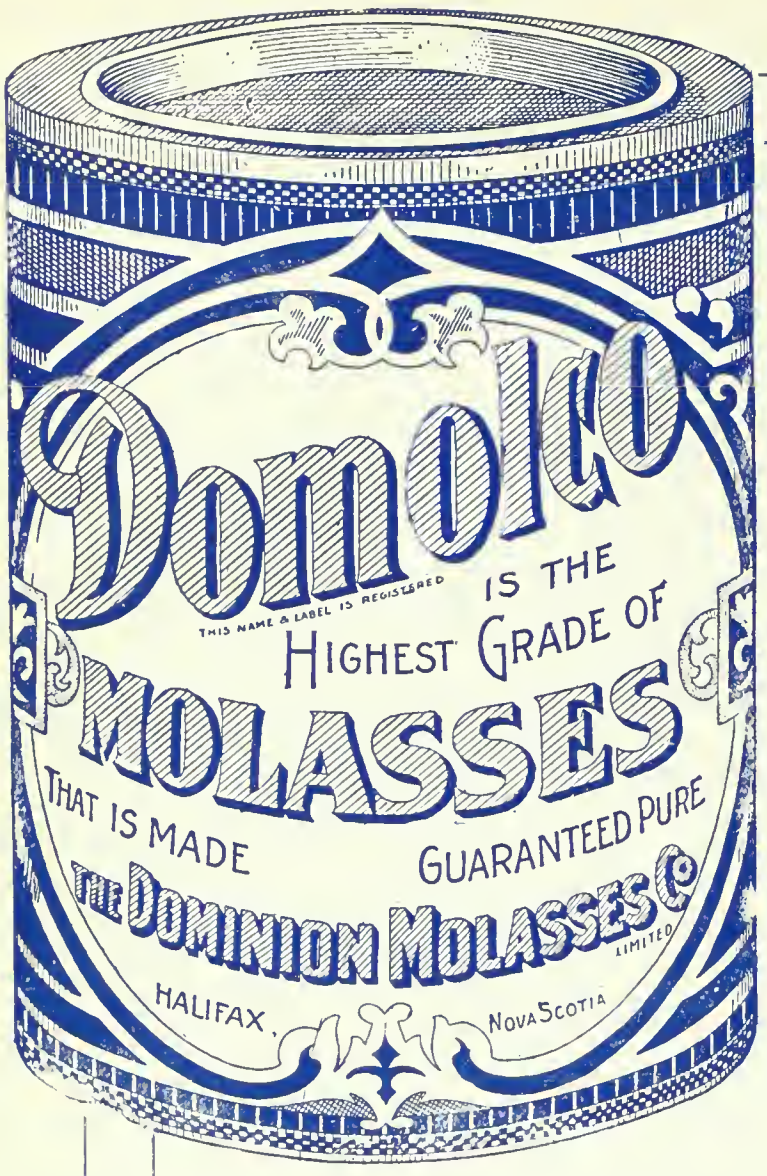
10c and 25c sizes.

"Oil Paste"

For ALL kinds of Black Shoes.

Blacks, Polishes and Preserves. Contains **no acid** to injure the leather. Will **polish Wet** or **Oily** shoes. Boxes open with a key (see cut). Also Tan Oil Paste.

10c size.



Every package of molasses bearing this registered label must contain

The Best

Domolco Molasses

is superior for table use to any molasses in the Dominion

GUARANTEED PURE

Domolco is the registered name of a pure refined product of British West India Sugar Cane—the delicious refined molasses that is far superior to Glucose Syrups for table use and has no equal for all kinds of cooking purposes.

This molasses is put up in sanitary Lever Top Tins attractively labelled—all sizes.

Your wholesaler can supply you.

The Dominion Molasses Co., Ltd.

HALIFAX, N.S.

Distributors for Manitoba and Saskatchewan : Messrs. The W. H. Escott Co., Ltd., Winnipeg

FEATURING A NEW "CO-OPERATIVE" CONCERN

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVIII PUBLICATION OFFICE: TORONTO, SEPTEMBER 25, 1914 No. 39

A Natural Remedy

There is no simpler, safer, or more agreeable preparation than

ENO'S 'FRUIT SALT'

The approved remedy for driving out disease germs. Its action is quick and thorough. It clears the intestines, rouses the torpid liver to new life, stimulates the mucous membrane to a healthy action, and cleanses and invigorates the whole digestive tract.

For more than forty years Eno's 'Fruit Salt' has been before the public both at home and abroad.

Largely advertised and **well established,** it is now in **good demand,** and is therefore bound to carry with it enquiries for other lines.

Should consequently be stocked by all Chemists, Grocers and Stores.

Prepared only by **J. C. ENO, Limited, 'FRUIT SALT' Works, London, Eng.**

60%
Profit

People will economize, but— will still eat Chocolates

Very few of your customers will eliminate chocolates from their little pleasures even during stringent times, but instead will buy less expensive kinds.

"BORDO"

spells fine quality at a very moderate price

Push "Bordo" Sales

because they produce a good sound profit of 60% and satisfy your trade, helping them to economize without debarring themselves of the toothsome sweetmeats they have been used to.

Packed in 10c. packages, ½ lb. boxes, 1 lb. boxes, 5 lb. boxes.

Send for **Free** sample box. Yours for the asking.

It is the name of the chocolate that is different in flavor, of high quality, pure and wholesome. One flavor only and one that will please your most particular patrons.

The Montreal Biscuit Co.

The Originators — MONTREAL

A New Delight at Every Meal

O-EAT-A

These dainty pickles add an appetizing deliciousness to every meal. The more your customers eat the more they want. Start them out with a few good displays. Show them in the window or on your counters. The distinctive bottle and neatly packed pickles will make the display stand out particularly strong. The result makes it worth while.

The T. A. Lytle Company, Limited

"Canada's Largest Pickle Industry"

STERLING ROAD - - - - - TORONTO

The British Fleet

has proven its supremacy

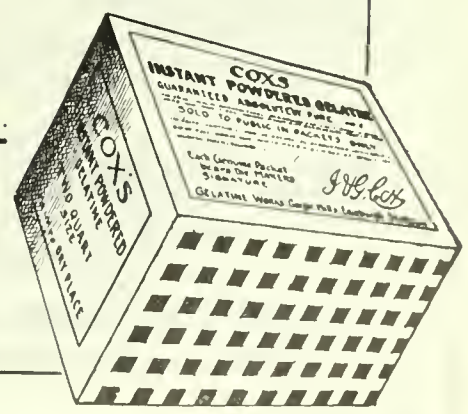
Transportation between Canada and the Motherland is going on almost the same as usual. And dealers can still supply their customers with

COX'S

Instant Powdered Gelatine

—the standard the world over. It has an exceptionally large sale throughout Canada. Housewives appreciate the economy and deliciousness. A delicious dessert jelly can be prepared in a moment. Dealers realize a good profit on every sale. They find it pays to sell the better quality gelatine—they stock and display *COX'S.*

British made



E. S. & A. ROBINSON, LTD. BRISTOL, ENG.

EXPORT MANUFACTURING STATIONERS,
COLOR PRINTERS—COLLAPSIBLE CARD-BOARD BOX MAKERS.

PAPER BAG MAKERS

SPECIALITIES:—

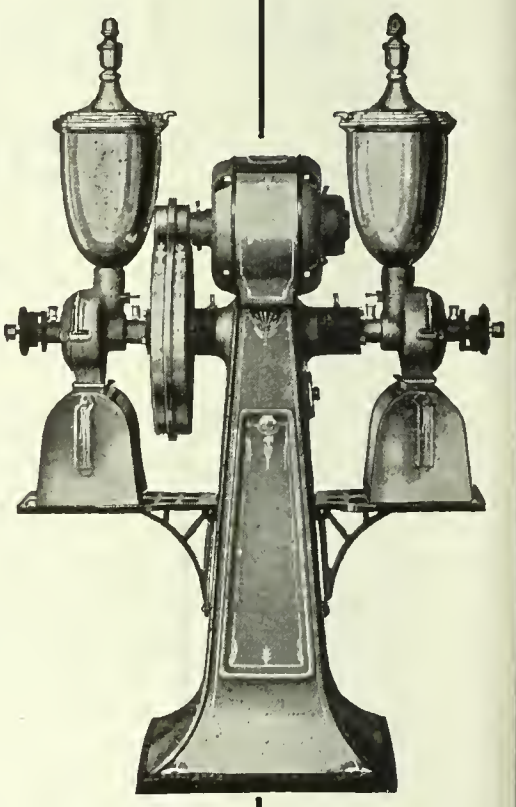
TEA AND COFFEE BAGS.
LABELS, LITHOGRAPHED AND EMBOSSED SHOWCARDS—CALENDARS.
OFFSET AND EMBOSSED LETTER-HEADS.
ENVELOPES OF EVERY DESCRIPTION.
EVERYTHING IN PAPER AND PRINTING FOR *THE MANUFACTURING PACKER.*

Mail Enquiries for Samples and Quotations, to

E. S. & A. Robinson Ltd., Bristol, England

The "Hobart" Mill

—not an expense, but a wonderful economy



With the European war necessitating the advance in price of many articles on the grocery list, it is apparent that the grocer will have to economize and increase his profits wherever possible.

Coffee may be made a better producer. If you are handling ground, bulk or package coffee, you are missing an opportunity to save.

Install one of the Hobart Coffee Mills (a size for every requirement) and grind your own coffee beans. Save enough in a few weeks to pay for the mill—give your customers better coffee for their money—always fresh and full strength.

Write for full information for increasing coffee sales.

The Hobart Manufacturing Co.

105 Church Street, Toronto, Canada

RYAN BROTHERS, 110 James Street East, Winnipeg, Agents for Manitoba, Saskatchewan and Northern Ont.

Sell Pure Jams
—they give better satisfaction and are most economical

In these days of economy, customers are looking for best money value. By selling them **pure** E.D.S. Jams or Jellies they get exactly what they are paying for and 100 per cent. value at that. E.D.S. Jam is not a mixture or compound, it is absolutely pure.

Every sale means lasting satisfaction to your customers.

Moreover, E. D. S. Fruit Products are extensively advertised — the ads. are working with the dealer in creating more sales and profits.

Prices on main lines have not been advanced on account of the war.

Made only by

E. D. Smith & Son
Limited

WINONA ONTARIO

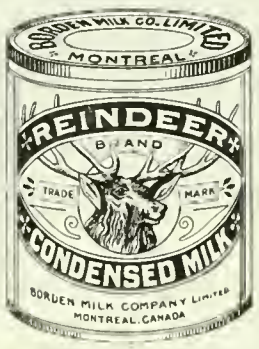
AGENTS:

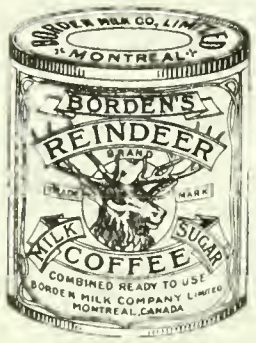
NEWTON A. HILL	Toronto
W. H. DUNN	Montreal
MASON & HICKEY	Winnipeg
R. B. COLWELL	Halifax, N.S.
A. P. ARMSTRONG	Sydney, N.S.

Now is the time to
feature hunters' supplies

October—the hunters' season—is almost here. Men are getting ready—they are busy filling their food hampers. Among other things what would the hunter enjoy more than a cup of delicious hot coffee or cocoa after a hard day's chase? **Reindeer Coffee or Cocoa** is not only convenient to carry, but it can be prepared in a moment by simply adding hot water.

This is your opportunity for more sales—a display of **Reindeer** will produce profitable results.





Borden Milk Co., Limited
"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Building Vancouver, B.C.

JAPAN TEA

is now practically the only natural green leaf tea on the market. Our shipments are coming forward regularly.

FURUYA & NISHIMURA

Extracts come and extracts go, but we go on for ever—Jonas' Extracts

(With apologies to Tennyson)

Since the first bottle of Jonas' Extract was manufactured in 1870, over forty-four years ago, many a new brand has sprung up, bloomed and died—Jonas' still go on taking deeper root every day, making new friends and holding the old. Most of our patrons of forty-four years ago who are now in business are still handling an increasing quantity of these superior extracts. They're pure, of finest flavor and fullest strength.

Push Jonas' Extracts

HENRI JONAS & CO. (Established 1870) **Montreal**

Rose Brand

Pure Fruit Jam

THE PEOPLE'S PRICE

You will find the general public demanding lower priced, yet pure fruits.
Here it is, the finest fruits, fresh picked and ripe, combined with fine quality apples. Rose Brand Jams, etc., sell at a price that meets the public approval. All orders for Rose Brand and Harvest Brand Jams, Jellies, Catsups and Vegetables filled from 1914 pack.

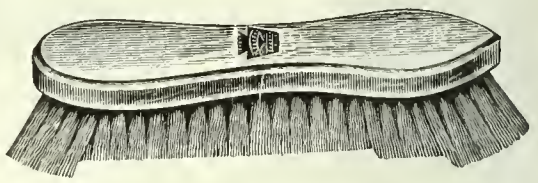
Write for prices.

Fretz Limited

HAMILTON, ONT.

Agents

Amos B. Gordon Co., Toronto, Ont.
General Sales Agents.



The above cut shows an article of daily use in every household in Canada. We specialize on

Scrubbing Brushes

and have the cost of this class of goods reduced to a minimum. The Dealer gets the advantage of this when he buys our Brushes. We have a large range in every class of material which show good margins of profit in lines to retail from 10 cents to 25 cents. Remember it's the KEYSTONE BRAND.

Stevens-Hepner Company

Limited

Port Elgin, Ontario.

Sixty-Six Per Cent.

According to the latest statistics the retail prices of the principal articles of food advanced sixty-six per cent. in fourteen years. The price of

Shredded Wheat

in all that time has remained the same, and it is just as strengthening and nourishing as it was fourteen years ago—a complete, perfect, whole wheat food. You can help your customers solve the problem of the high cost of living, by telling them about Shredded Wheat. Two Biscuits, with hot milk or cream and a little fruit, will supply all the nutriment needed for a half day's work at a cost of four or five cents.

TRISCUIT is the Shredded Wheat Wafer — a crisp, tasty, whole wheat toast—delicious with butter, cheese or marmalades.

Shredded Wheat Biscuit is packed in odorless spruce wood cases, which may be readily sold for ten or fifteen cents, thereby adding to the grocer's profits.

Made by

The Canadian Shredded Wheat Co. Limited

Niagara Falls, Ont.

Toronto Office: 49 Wellington St. East.

(55-A)

GIPSY
StoveGloss

——the kind they come back for every time.

Need we say any more than that?

Order from your Wholesaler.

HARGREAVES (CANADA,) LIMITED, 33, Front Street, E. TORONTO.

Western Agents: For Manitoba Saskatchewan & Alberta: Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia & Yukon: Creeden & Avery, 117, Arcade Buildings, Vancouver, B.C.

The Bowser Red Sentry Pump means Pure Gasolene for the motorist and More Business for the grocer. We've taught the motorist to look for the Red Sentry and we've made a Red Sentry with electric bulb that will show a red light at night and look for the motorist. An automobile is like a wagon load of money rolling along and paying some out to each enterprising merchant. Get yours! We'll show you! A

BOWSER
ESTABLISHED 1885

Outfit in your store means *increased sales* of gasolene and kerosene *accurately measured;* it cuts out the "guess" and keeps in the profit. It keeps your store clean and saves soiling your hands with measure and funnel; it measures gallons, half-gallons, quarts, pints and half-pints, and shows the price; it shows how much to give for "five cents' worth," how much to charge when you "please fill this can." Bowser and Oil Profits go together. Write for booklet "For Your Store." No obligation incurred.

S. F. BOWSER & COMPANY, Inc.

66-68 Frazer Avenue, - - Toronto, Ont., Canada

Made by Canadian Workmen and Sold by Canadian Salesmen.
Sales Offices in all Centres and Representatives Everywhere.

Original patentees and manufacturers of standard, self-measuring hand and power driven pumps, large and small tanks, gasolene and oil storage and distributing systems, oil filtering and circulating systems, dry cleaner's systems, etc. Established 1885.

You can't afford to be without it

Every customer who doesn't get what he asks for will go to the other fellow next time

The Nugget Polish Co. Limited

9, 11 and 13 Davenport Road
TORONTO

DOMINION CANNERS LIMITED
HAMILTON, CANADA.
THE EVIDENCE of QUALITY

War or no war, Simcoe Baked Beans are the best food value on the market.

Order Now

DOMINION CANNERS LIMITED
HAMILTON, CANADA

You Will Want To Recommend Shirriff's

If you will try a bottle of Shirriff's True Vanilla in your own home—if you will have your wife flavor cakes, puddings and sauces with it—you will want to recommend it to your customers.

Shirriff's

True Vanilla

is a product of superlative merit. Grocers can take pride in saying "I use it in my own home and I'm sure that once you use it, madam, you will never want to use ordinary vanillas again."

Certainly, grocers who use Shirriff's True Vanilla in their own homes — and thousands of them do—will not want to see their customers continue to use the ordinary kinds when a little persuasion will get them to use Shirriff's.

Imperial Extract Co.

Steiner and Matilda Streets

Toronto

If you will write us, we will send you a regular size bottle of Shirriff's True Vanilla to try in your own home.

From Clothes-Pins Up

You will find the "Cane" Woodenware perfect in finish and construction.

The years of service and the satisfaction that our lines have given, prove that they are absolutely reliable. Our washboards are made in 12 different styles, they meet every requirement and will prove a profitable line for you to stock.

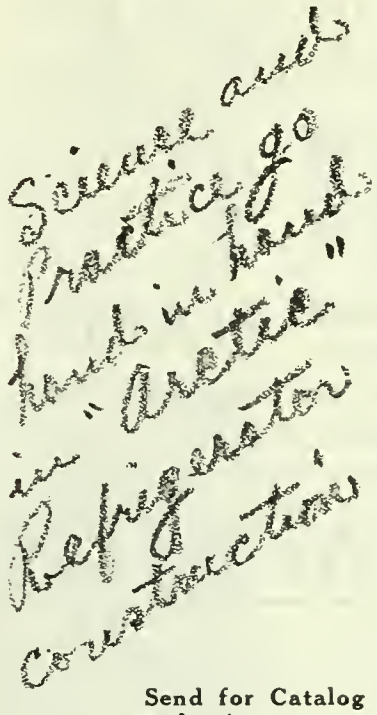
Write for catalog on Cane's Washday Woodenware, very convenient for reference.

Your wholesaler can supply you.

The Wm. Cane & Sons Co.

LIMITED

NEWMARKET ONTARIO



Send for Catalog
and prices.

John Hillock & Co., Limited
TORONTO

AGENTS:—Western Ontario: J. H. Galloway & Co., Hamilton.
Saskatchewan: Western Butchers' Supply Co., Regina, Sask.
Montreal: W. S. Silcock.

"SOVEREIGN"
SALMON
FINEST BRITISH COLUMBIA
SOCKEYE

QUALITY
IS OUR FIRST
CONSIDERATION

PACKED BY
THE ANGLO BRITISH COLUMBIA PACKING CO. LTD.
VANCOUVER, B. C.

Don't Buy "An Electric Coffee Mill"
Buy a COLES GUARANTEED ELECTRIC MILL

There's a tremendous difference — as great as there is between an unsigned check and a signed one.

When the name COLES is on your mill you're certain it's "right."

Have you a copy of Catalogue 913C?

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

COLES MANUFACTURING CO.
1615 North 23rd St. PHILA., PA

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.

Furnivall's
FINE FRUIT
PURE JAM

Now is the time to place your order for Fall and Winter requirements.

We can supply you with pure, high quality Jam at normal prices.

Ask your wholesaler for price list. We guarantee satisfaction.

Furnivall-New
LIMITED
Hamilton, Ont.

AGENTS: Halifax, B. C. Woodworth, 533 Robie St.; St. John, N.B., W. W. Chase, 79 Paradise Row; Montreal, W. S. Silcock; Ottawa, E. Archdeacon; Toronto, Dunn-Hortop Co.; Fort William, W. F. Elliot; Winnipeg, H. P. Pennock & Co., Ltd.; Edmonton, Alta., Geo. C. Benjamin, 629 Fourth St.

Tartan BRAND

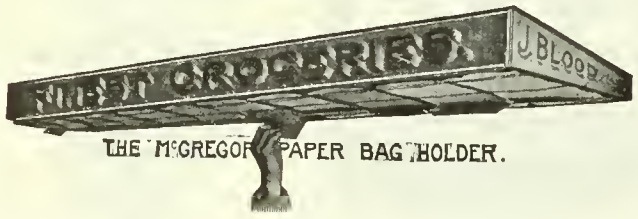
THE SIGN OF PURITY

You can rely on us to give you Best Service and Best Prices possible during the present unrest and trouble.

BALFOUR, SMYE & CO., Wholesale Grocers **HAMILTON**

'Phones: No. 3595, 3596, 3597, 3598, 748, 462; 1807 Night 'Phone.

A store convenience — costs little — gives big service



Holds every size bag from ¼ to 10 lbs. Always ready. Saves time, space and waste of bags. Supply of bags is laid in the top; one by one is secured as required. The most practical bag holder made. You cannot afford to be without one. Write for Prices and detailed particulars.

For sale by all first-class jobbers or

The O. P. McGregor Paper Co., Limited

411 Spadina Ave., Toronto

APPLES

WE OFFER

1,000 Barrels first-class Fall and Winter Apples —all from sprayed orchards.

O. E. Robinson & Co., INGERSOLL ONTARIO

Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste 'Bluenose' yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax, - N.S.

In our Classified Columns on page 55, there is almost sure to be a proposition which will interest you.

You should use our Condensed Ad. page for making your wants known. Whether it be a partner, clerk or salesman required, or a buyer for your business, or if you have bought a cheese-cutter or a showcase, etc., and want to sell your old one, you will find Canadian Grocer's Classified page most productive of replies.

IN A CLASS BY THEMSELVES

That is what we claim for

Clark's Pork and Beans

You ask "WHY"?

Because nothing but absolutely the purest and best is used in their preparation.

Because they enable you to hand your customer the high-class article at a moderate cost.

Because they have by far the largest sale in the Dominion of Canada.

DON'T LAG BEHIND. GET YOUR SHARE OF THE SALES

W. CLARK, LIMITED, MONTREAL

THE NAME "FAIRBANK" MEANS SOAP SURETY

The Gold Dust Twins Make the Whole World Brighter

Billboards, street cars, magazines and newspapers have carried the GOLD DUST message to housewives everywhere and GOLD DUST is recognized by your customers as the cleanser that saves them most work.

GOLD DUST is so well known that it sells itself if displayed, but a word from you as to its qualities means quicker sales.

"RECOMMEND GOLD DUST—EVERY SALE MEANS ANOTHER."

The N. K. Fairbank Co., Limited
MONTREAL

Could more tobacco profits be coming your way?

Perhaps you have not tried the three popular leaders. In order to get the better satisfaction and profit you should stock these three favorite brands:

"Master Mason" "King George's Navy" "Rose Quesnel"
SMOKING CHEWING PLUG SMOKING

Rock City Tobacco Co.
LIMITED
QUEBEC, WINNIPEG

Richards
QUICK NAPTHA
THE
WOMAN'S SOAP

The Sign of a Good Buy in Soaps

Here's a soap with a reputation behind it—it is well advertised—has a large sale—offers a 26½ per cent. profit—is backed by good service to you. Better let your wholesaler supply you with a few cases this very week.

The Richards Pure Soap Co.
Limited
Woodstock - Ontario

"M.M." Pickle

"Crowns the Feast"

The presence of "M.M." Pickle in a store gives tone to the store, besides its delicious piquancy, pleases all old customers and brings many new ones.

We invite inquiries and appreciate your orders.

John Burgess & Son, Ltd.
(Established 1760)
Sauce and Pickle Manufacturers
LONDON, ENGLAND

Sole Canadian Agents:
Davidson-Bowles, Limited
86 Wellington Street West
TORONTO

"LUNA" Brand
NORWEGIAN SARDINES

Small, choice smoked fish of delicious flavor in the highest quality Pure Olive Oil.

Our prices make "LUNA" Brand most interesting to the Grocer.

We solicit your inquiries and orders.

Sole Canadian Agents:
Davidson - Bowles, Limited
86 Wellington Street West
TORONTO

The OVERSEA EXPORT CO., Limited
CHRISTIANIA, NORWAY.

Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Company

LIMITED

NIAGARA FALLS, ONTARIO

A JUST WAR

has been waged and won against those adulteraters who have been the cause of lowering the standard of Canadian Maple Products.

A new era

for the Maple Industry is dawning and a Bill has been passed by the Government which goes into effect on January 1st, 1915, forbidding the use of the word "Maple" on any product that is not the absolutely pure product of the Maple sap.

Clear your shelves of all brands not absolutely pure and protect yourself against the inspector's call. Stock

"Pride of Canada"

The brand that in face of unfair competition has dauntlessly stood for Absolute Purity.

The pure maple syrup and sugar are the most delicious **Made in Canada** products, and with protection against the adulteraters will increase greatly in popularity. Encourage and get your share of this increase by offering your customers only the best—Pride of Canada.

Maple Tree Producers' Association

58 Wellington Street, MONTREAL

St. Lawrence Sugars

We are glad to advise that we are catching up with our orders and are now making fairly prompt shipments.

THE TEST OF TIME

For more than forty years, Electric Paste Stove Polish has met every requirement of thousands upon thousands of critical housekeepers.

What more could you ask? Have you tried it yet?

Place your order now, so as to avoid delay, as we are away behind on our orders. Selling agents for Canada are—

D. J. McLeod & Co., Edmonton, Alberta; Orr & MacLain, Winnipeg; E. B. Thompson, Toronto, for Western Ontario; G. C. Warren, Regina, Sask.

¶ The fact that the successful business man is an advertiser is usually incidental. He is an advertiser because he is wise and possessed of good, sound business sense and an analytical mind. At some time or other he came to the conclusion that advertising could be made one of the mightiest factors of his business organization, and having arrived at this conclusion, he just naturally went to it and advertised.

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

CHARLES H. COLE

Agent for McVitie & Price, Jas. Pascall, T. W. Beach, Johnston-Baird Co., etc.

New Address:
33 Front Street East - Toronto
Montreal Office: 501 Reade Bldg.

MORROW & COMPANY
CEREALS

TORONTO, - - - - - CANADA.
Rolled Oats, Oatmeals, Rolled Wheat, Split Peas, Pot and Pearl Barley, Graham Flour, Buckwheat Flour, Potato Flour, Wheatlets, Cornmeal, Lentils, Beans and Peas, Domestic and Imported; Sal Soda, etc., etc. Write for prices and samples, carloads and less.

"We are in the market for White Beans, small or large lots. Send samples and prices immediately."

W. H. Millman & Sons

Wholesale Grocery Brokers
TORONTO

W. G. PATRICK & CO.
Limited.

Manufacturers' Agents and Importers.

51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.
TORONTO

Established 1885

SUGARS FRUITS

A want ad. in this paper will bring replies from all parts of Canada.

HENRI DE LEEUW

28 Front Street E. TORONTO

I solicit Agencies of large Canadian Packers, Evaporators, Flour Mills, either for Canada or abroad. Submit me prices and samples. I have large foreign enquiries.

WESTERN PROVINCES.

H. P. PENNOCK & CO.,
Limited

Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG.

We solicit accounts of large and progressive manufacturers wanting live representatives.

G. C. WARREN, REGINA SASK.

Importer, Wholesale Broker and Manufacturers' Agent.

Trade Established, 15 years.
Domestic and Foreign Agencies Solicited
Warehouse: 1313 Garnet St.

LEADLAY LIMITED

Grocery Brokers and Importers

WINNIPEG TORONTO CALGARY
332 Bannatyne 309 King St. W. 510 Ninth Ave. W.

W. H. Escott Co.,
LIMITED

Wholesale Grocery Brokers and Manufacturers' Agents

Commission Merchants

WINNIPEG REGINA
CALGARY EDMONTON

Hamblin & Brereton
LIMITED

Importers and Manufactnrers' Agents. Winnipeg, Calgary, Vancouver.
We call on the Jobbing and Retail Trade.

WATSON & TRUESDALE

Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

COCKBURN-NOLAN CO.
Limited

Importers, Brokers and Commission Merchants

Representing Pugsley-Dingman Co., Limited. Canned Foods, Limited.
312-314 Ross Avenue, Winnipeg.

WESTERN PROVINCES—Continued.

H G. SPURGEON
WINNIPEG

Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce.
P.O. Box 1812.

FRANK H. WILEY
IMPORTER & BROKER

Specials just landed:—
CITRIC ACID TARTARIC ACID
OIL OF LEMON SALTPETRE
757-759 Henry Ave. WINNIPEG

Ruttan, Alderson & Lound, Ltd.

Successors to
RUTTAN & CHIPMAN
Commission Brokers
WINNIPEG. MAN.

BRITISH COLUMBIA.

The Campbell Brokerage Co.

Manufacturers' Agents and Commission Brokers.

We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street, - Vancouver, B.C.

NEWFOUNDLAND.

T. A. MACNAB & CO.

ST. JOHN'S, - NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition, and private.

QUEBEC.

SPLENDID CONNECTION

Amonst the Jobbers and Retailers.
I am open for a few more agencies, and can handle them to advantage.
Have You a Line of Candy Gross Goods?
The CLAUDE BEAUCHAMP Imports Limited.
223 Commissioners St., Montreal.

Agencies Solicited

For many years have had first-class connection with both retail and wholesale grocery trade.

J. W. Lapointe
458 St. Antoine St. Montreal

When writing advertisers kindly mention having seen the ad. in this paper.

If Canada Were INVADED?

. . Has been demonstrated by Belgium in these last thirteen or fourteen days, when the homes of their citizens have gone up in flames, when their wives and their children have given up their lives, and when their own bodies, as strong and as valiant as ours, have been shattered by the grim weapons of war. We have not had that experience. **But it may yet be ours.**

—Sir George Foster in House of Commons.

What would happen if a hostile force attempted an invasion of Canada? Could the enemy force its way into the interior of the country?

Invasion seems improbable, but it is not impossible at this day when every interest of Europe is fused in the melting pot of a terrible, menacing war. It's a big if—but if Canada were invaded—what?

Maclean's Magazine for October has a strong and authoritative article on what might happen, if the Dominion became the seat of hostilities. This article will deal with the subject from a purely military standpoint. It is the **one** war article that every Canadian will want to read.

If you are not a regular reader of MacLean's, start with the October number.

MacLean's Magazine - $2.00 a year

MACLEAN PUBLISHING COMPANY, LIMITED
143-153 University Avenue, Toronto

CANADIAN ARTILLERY CORPS ON THE MARCH

THOSE WHO KNOW

the delicious uses of

MAPLEINE

will thank you for supplying them.

ORDER FROM
Frederick E. Robson & Co., 25 Front St. E., Toronto, Ont., Canada,

Mason & Hickey, 287 Stanley St., Winnipeg, Man., Can.

CRESCENT MFG. CO.
SEATTLE, WASH.

OAKEY'S KNIFE WELLINGTON POLISH

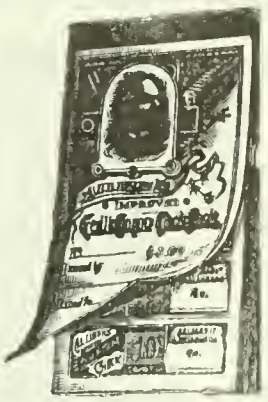
JOHN OAKEY & SONS, LIMITED.
LONDON . ENGLAND.

AGENTS:

Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermed St., Winnipeg.

20th Century Retailing DEMANDS the use of

ALLISON COUPON BOOKS



You can't get away from credit business without driving away trade. And if you don't use **Allison Coupon Books** you are bound to lose some money on credit accounts. Allison Coupou Books make credit business "good as gold."

HERE'S HOW THEY WORK:

When a man wants credit give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No passbooks, no charging, no time wasted, no errors, no disputes.

For Sale Everywhere by Jobbers.

ALLISON COUPON COMPANY
Indianapolis, Indiana, U.S.A.

Georgian Bay Apples

Famous the World over for keeping and for quality. Our Beaver Brand the best of these. We are packing and carefully grading this year. Our stock is fine this year. Can quote Fall and Winter in boxes and barrels. Quality never better and prices reasonable.

Winter stock, good per cent. of Spies, also good per cent. No. 1. Carlots our specialty. Write for prices.

Can also quote Crab Apples and Pears.

Beaver Brand Evaporated Apples. We can quote in large or small quantities. Where once tried, they are repeaters and sell themselves. Buy the best and sell more. Enquiries cheerfully answered.

ELLIS BROS.

Meaford, Ont. Box 130

Phone 79, Evap. 177, Residence 175

Apples

We will pack

10,000

barrels

of the celebrated Georgian Bay Apples this Fall. Place your orders early.

LEMON BROS.

Owen Sound, Ontario

Don't forget

"Aurora"

The best brand of

Valencias

J. J. McCabe

AGENT

TORONTO, ONT.

Let us prove to you in your own factory that we have a perfect seal for glass

With the cost nowhere in proportion to the satisfactory results obtained by their use, air-tight sealed glass containers are fast jumping into popularity in Canada, as they already have in the United States.

The unsightly tin has no longer a place on the shelf, for the general idea among the consumers is that it must contain cheap goods and they treat it like a "sight unseen" game.

The fruits or other products show to advantage in glass, and with the Anchor Cap Vacuum and mechanical seal there is no possible chance of spoilage or leakage. Tumbler, jar or bottle may be resealed by the housewife after being opened.

Seal your products under a vacuum and win the repeat orders of the trade.

Write for catalog and price list, or have our representative call.

Anchor Cap & Closure Corporation of Canada, Ltd.

Sudbury St. West, Foot Dovercourt Road

TORONTO, ONT.

NO DUST NO DIRT NO SIFTINGS

Nothing but pure, virgin tea leaves in

"SALADA"

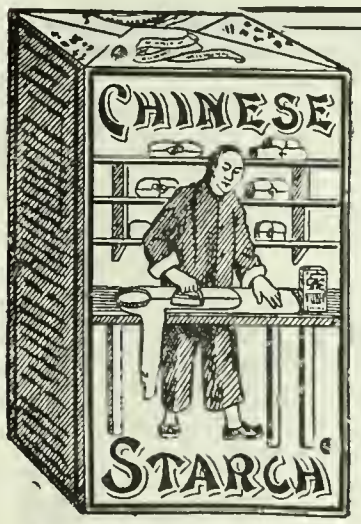
TEA

The scrupulous cleanliness observed from the Gardens to the aluminum packages and the latest dust-extracting machinery in our factory, combine to produce a practically dust-free tea.

This is just one of the many reasons why "SALADA" is appreciated to such a degree by a discriminating public.

"SALADA"

MONTREAL TORONTO LONDON, ENG.



You can give

your customers a better quality at the regular price when you sell them

CHINESE STARCH

And they'll come back for more, for there is no other starch that will produce results equal to those obtained with Chinese Starch.

Show your next customer a package of Chinese Starch and explain to her that it is so made that the iron will not stick.

The pleasant, clean-smelling odor imparted by Chinese Starch is another reason why this is the most popular starch sold in Canada to-day.

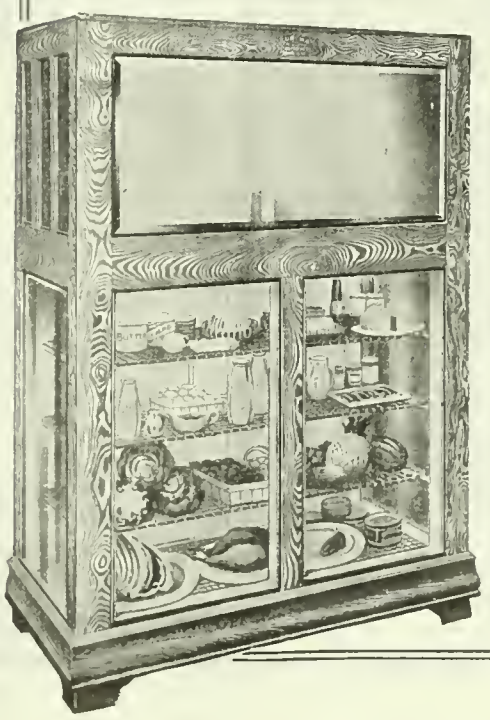
Freight charges paid on all orders of 2 cases or more.

Ocean Mills - Montreal

What chance for success has an army without good fighting equipment?

Likewise, what chance for success has a dealer without good store equipment? Practical and successful dealers know that a good Refrigerator plays the most important part in winning business battles—making sales and profits.

Eureka Refrigerators are built on the most scientific principles of cold, dry air circulation—they reduce loss from spoilage to a minimum. By installing a Eureka you will not only save many dollars, but you will have the benefit of the sales-pulling power of good display of perishables.



Eureka Refrigerators are backed by over 28 years' experience in refrigerator building and are absolutely guaranteed.

Catalog and prices on request.

Eureka Refrigerator Company

Limited

31 Brock Ave.

TORONTO

Let us introduce Colman's SAVORA to you

The new delicate, appetizing condiment

for meats, soups, fish, etc.—a condiment that combines delicate aroma with delicious flavor.

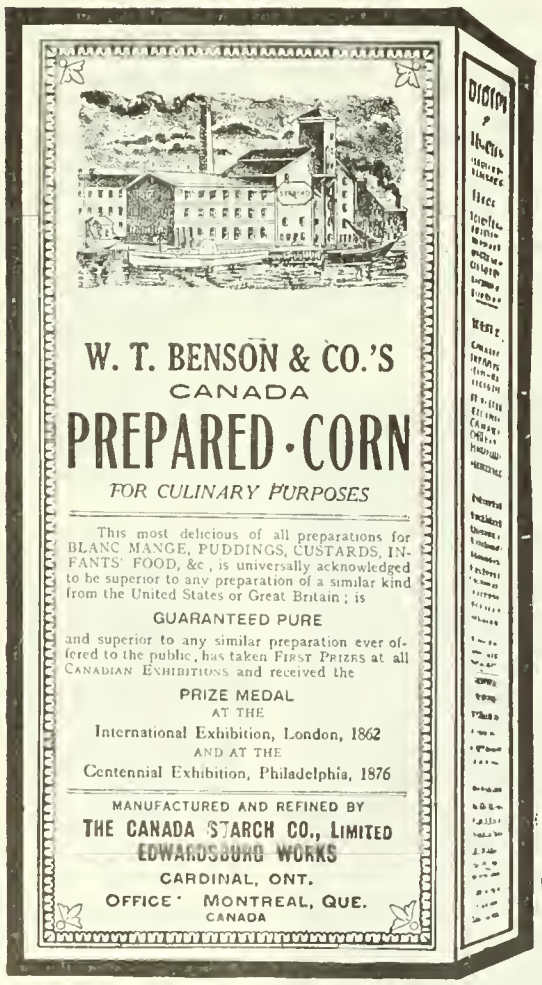
This new appetizer needs only to be tried to be appreciated—one taste will convince you that it will meet the popular approval.

Why not write a postal to-day, asking for a small trial order? Try a bottle yourself, at our expense.

Magor, Son & Co., Limited

AGENTS FOR DOMINION OF CANADA

403 St. Paul St., Montreal — 30 Church St., Toronto


W. T. BENSON & CO.'S
CANADA
PREPARED · CORN
FOR CULINARY PURPOSES
This most delicious of all preparations for BLANC MANGE, PUDDINGS, CUSTARDS, INFANTS' FOOD, &c., is universally acknowledged to be superior to any preparation of a similar kind from the United States or Great Britain; is
GUARANTEED PURE
and superior to any similar preparation ever offered to the public, has taken FIRST PRIZES at all CANADIAN EXHIBITIONS and received the
PRIZE MEDAL
AT THE
International Exhibition, London, 1862
AND AT THE
Centennial Exhibition, Philadelphia, 1876
MANUFACTURED AND REFINED BY
THE CANADA STARCH CO., LIMITED
EDWARDSBURG WORKS
CARDINAL, ONT.
OFFICE · MONTREAL, QUE.
CANADA

Every housekeeper in Canada knows this familiar yellow package contains

BENSON'S PREPARED CORN

and that it is the best summer food on your shelves. So she doesn't leave it there long.

Quick turnover gives you a splendid profit.

Made by

Canada Starch Co., Ltd.

Montreal **Cardinal** **Brantford**

CANADIAN GROCER

VOL. XXVIII SEPTEMBER 25, 1914 No. 39

Some Extravagant Co-operative Statements

The Prospectus of the Householders' Co-operative Stores, Limited, of Toronto, Reviewed — New Concern Intimates it Purchases from Manufacturers and Then Criticises Wholesalers for Not Selling It—Sample of the House to House Canvas —Are Stores Opening Daily?

EVERY time the impression gets abroad that foodstuff priees are being unduly enhaneed, some new eoncern with a eut-out-the-middleman policy jumps to the front and attempts to make the people believe they are being robbed. The present war and the unfounded campaign being waged in the newspapers against high food priees have naturally been the psyehological moment for a number of such eoncerns. In Toronto to-day we find at least a eouple taking advantage of the scare to establish their new-fangled methods of merehandising, and in the literature of one being distributed are to be found some very interesting and extravagant statements.

The first statement to be found in their prospeetus is this: "The Groeer who eondemns our plan is the enemy of Eeonomy."

The next is really the interesting feature of the entire plan. It is pointed out that the customer gets 20 per eent. eash discount—and "you don't have to wait. It is paid immediately." This will surely make one gasp, and particularly the retail dealer who has only been making a gross margin of 20 per eent. Following this in big black type is a most magnanimous and fine-sounding offer: "We give all we can for what we get, instead of getting all we can for what we give." In faet, throughout the entire prospectus there is intended to be conveyed the impression that where the eonsumer is now dealing he or she is being eharged excessive profits—whieh every dealer who has been through the mill knows to be absolutely false.

A Mighty Big Discount.

On the front page of the same pieee of literature is to be found this: "You save 20 eents every time you spend a dollar. Is it worth while." It is only natural when one reads all these elaborate statements on the front page that 20 per eent. diseount is being given off retail priees, that he should begin to suspect a nigger in the wood-pile somewhere. And sure enough as you turn over the pages of the prospeetus there is to be found this statement: "The annual fee charged to all members—$5—payable 25 eents eaeh week for 20 weeks—enables us to meet all administrative expenses, leaving us free to eonduct our business ENTIRELY IN THE BEST INTERESTS OF OUR MEMBERS." In their several plaees throughout the prospectus the publie is urged to purchase their groceries from the Householders' Co-operative Stores, Limited, and thus save the 20 cents on the dollar.

But as a matter of faet, the householder who pays his $5 registration fee does not save the 20 per cent. He would have to buy at least $25 worth of groceries before he got baek the membership fee, providing in the meantime he did not beeome dissatisfied with the company and leave it entirely.

Reading further, we see: "In order to successfully combat the HIGH COST OF LIVING, AS WELL AS PREVENT UNDUE ADVANTAGE OF THE GENERAL PUBLIC BEING TAKEN BY MERCHANTS under the guise of seareity of supply during the present European war, an assoeiation has been incorporated," etc. The insinuation that the great body of retail dealers all over the eountry is taking advantage of the situation in Europe to charge excessive priees is entirely unfounded and most ridiculous. Competition is too keen among the trade to get any such advantages.

But here are some assertions that the Householders' Co-operative Stores, Limited, will find some diffieulty in reconeiling. In the piece of literature before the writer it is intimated that the goods are purchased from the manufaeturers direct. Here are the words: "As our membership is large we are able to purchase all goods in exceptionally large quantities at wholesale priees, and propose to add only the actual cost of distribution to our members. The strong position we oceupy with the various manufacturers—PAYING SPOT CASH FOR ALL FOODSTUFFS—guarantees a lower purchase price than can be obtained by dealers buying on credit." Yet in a newspaper advertisement whieh appeared in the Toronto papers the same Householders' Co-operative Stores, Limited, lament the faet that the wholesale grocers will not sell to them. What is the need, we would ask, when they hold such a "strong position" with the manufacturers?

ANOTHER NEW IDEA.

There is still another retail concern in Toronto with new-fangled methods. The introduction in a circular sent out is the old familiar one. It reads: "In order to combat the high cost of living, etc." The plan of this concern is to issue membership tickets at the cash price of $1, which entitles the customer to a share in the profits of "approximately 8%, or otherwise we take your money for our goods and give you back the interest on it."

Another statement says: "We give you $2 worth of goods when you have spent $25 in our store." The Trading Stamp Act distinctly states that it is illegal to give coupons, trading stamps or other devices which are not redeemable at any time. The Retail Merchants' Association have this matter in hand as well as that of the Householders' Association.

Still another mis-statement is here located: "With only a limited charge on our purchase price you will quickly realize SAVINGS RANGING FROM OVER 10 PER CENT. TO 30 PER CENT. ON EVERY PURCHASE." How, for instance, can savings of more than 20 per cent. be realized when only a discount of 20 per cent. is allowed off retail prices; and when at the same time the member has to pay a membership fee of $5, the discount vanishes according to the meagerness of the orders.

The prospectus contains several extravagant statements intended to convey to the consuming public the alleged importance of the new concern. One statement is made that the concern is "daily" adding to its circuit of stores, but so far as is known there are at the time of writing only five stores in the city, and the prospectus was printed some three or four weeks ago at least.

The claim has, too, been made by an agent of the concern that the principle of the Householders' Co-operative Stores, Limited, was the same as that of the Old Country co-operative establishments. This is, of course, untrue. In the Old Country when one joins the society or association he has his share in the operation of the concern. But in the present instance the householder pays his $5 membership fee, while the entire operation of the company remains in the hands of the promoters.

This agent was asked where the goods were being purchased since the wholesalers refused to sell them. His reply was, "from the manufacturer." But when a number of manufacturers were named over, none of whom sell anyone but the legitimate wholesaler, and when this fact was imparted to him, he began to hedge. He really didn't know where the goods were being bought, but if the manager were seen all information would be given. If this is a sample of the canvassing methods being used in their house-to-house canvass of the city, they are not very creditable. The same agent did not know whether the promoters had any previous experience as grocers. That, too, would have to be found out from headquarters, although he thought that some of the grocers whose stores had been taken over by the Householders' Co-operative Stores were being retained for a time at least. This man simply knew nothing about the service he was attempting to sell except that the member received the 20 per cent. discount and had to pay $5 per year to join.

The advertisement which appeared in the papers giving publicity to those wholesale grocers who refused to sell the Stores has proven to be quite an interesting document. Among other things, a list of the wholesalers is given, with alleged extracts from letters or conversations setting forth the respective reasons why the business of this concern was turned down. Some wholesalers at least say that these reasons have been badly distorted, but nevertheless the retail trade is glad to know of the refusals. While it is known that still other wholesalers have turned a deaf ear to the request of this "consumer" concern, those wholesalers mentioned particularly in the advertisement are as follows:—Armstrong & Paffard; Perkins, Ince & Co.; Parsons, Brown & Co.; H. P. Eckardt & Co.; James Lumbers Co.; Warren Bros & Co.; Eby, Blain, Limited; John Sloan & Co.; and Thos. Kinnear & Co.

The Retail Merchants' Association have the matter in hand at the present time, and it will be interesting to know the outcome of this new idea which is attempting to upset the old established methods of trading.

Business Men Help to Clear the Air

Edmonton Industrial Association Meets to Determine the Why of The So-Called Stringency—"Quit Talking Hard Times" Advises a Retail Grocer.

Edmonton, Alta., Sept. 24—(Special). —To determine as woll as possible the cause of the alleged stringency, a large number of business men connected with the Edmonton Industrial Association assembled last week to make an interchange of views. So much enthusiasm was evidenced that some hundred men were unable to gain entrance to the crowded hall.

J. E. Nix, of the City Grocery stores, speaking on the subject of the money stringency from the retailer's standpoint, said: "Quit talking hard times. The present stringency is like a man with the smallpox; he does not worry about how he got it; it's how to remedy it he cares about. Mr. Nix stated that within five years Canada will be manufacturing many of the goods she now imports from the European powers engaged in war.

J. E. Brown, manager of Revillon Wholesale, read a long paper dealing with the various causes and conditions of the stringency. He claimed that the supply of credit, as far as wholesalers were concerned at least, was larger than the demand right now. Mr. Brown stated that any inkling of war, no matter how vague, always had the effect of causing a tightening up of the money markets of the world.

"The nations of the old world always have their ears to the ground listening for the rumblings of a declaration of war," he said.

He thought times were not as bad as they made themselves believe, and the situation, while grave, was the one best opportunity that Canada ever had to establish herself as a manufacturing nation.

John Downey, of the A. Macdonald Company, took objection to the war scare circular that had been signed by a dozen or more wholesalers of Edmonton, and circulated throughout not only Alberta, but east and west and into the United States, as he claimed the ill effects of this was hard to estimate. He thought the Industrial Association should do something at once to offset the feeling that the circular had created among country merchants and the public, and suggested that another circular to set things aright should be set out immediately.

"In the city," he added, "the effects are not so serious as we are in a position, through our close contact with the situation, to relieve any feeling of great anxiety. However, in the country, where mail service is sometimes poor, and the people in many instances see the newspapers but seldom, the results may prove disastrous.

"With the Edmonton Industrial Association to-day rests the responsibility of bringing the attention of every citizen of Alberta to the true condition of affairs. The banks are still taking care of their customers, where proper credit arrangements have been made, the wholesaler still continues to take care of the retailer, and the merchant still continues to take care of the consumer.

"The merchants of Alberta who are conducting their business along proper sane business lines have no reason to feel alarmed in any way.

"The eyes of all Canada are at present centered on Alberta, where we have bountiful crops and every reason to feel encouraged and we must show the spirit of loyalty and strength, so as to encourage those who are situated less fortunately than ourselves."

H. M. E. Evans, dealing with the subject from the banker's point of view gave several facts concerning the financial problems at the present time.

Mr. Evans thought that the present conditions were made necessary by the rapid growth of the country and not by the war, and believed that Canada as a whole had come through the crisis so far, remarkably well. He thought it was not necessary to declare a moratorium in Canada; in fact, that would be the worst thing that could be done.

Reaction Carries Lemon Market Below Normal

Price Soared on First Reports of Only 10,000 Boxes in Sight When There Were Over 124,000 Boxes Unreported — Turn in Market Came Quickly—California Peaches Sold in Canadian Baskets—Cranberries Open at Low Price, with Prospects for Big Crop.

WHAT happened to the lemon market? This is a question which the people in the grocery and fruit trade are asking themselves. When the announcement of the war came there were reports to the effect that the stocks in hand would be quickly exhausted, and that there would be nothing coming forward. No market was more directly or quickly affected. Within a few days the price of lemons to the trade had doubled, and it looked as if there was going to be a famine; in fact, many of the men in the trade who were in a position to know something about the situation predicted it.

Then came the reaction; and the market has been reacting for some weeks, and is getting weaker all the time. Today the price of lemons is not only lower than it was before the war, but it is lower than prevailed at the same time a year ago. Montreal reports sales as low as $3, which is an unusually low figure.

From the Fruit Trade Journal and Produce Record of New York we get a partial reply to the opening question. It explains where the avalanche started. It was authoritatively stated to the trade when war broke out that there were in sight in New York only 10,000 boxes, all of which were on the New York wharf waiting to be sold. The New York Fruit Exchange, under normal conditions, gets advice of every steamer that leaves Sicily with lemons, and is also notified from Sicilian ports of shipments made. The exchange claimed that there was no advice of anything else afloat. Yet suddenly there was an unexpected announcement by the importers that they had information that there were shipments coming; that they had had cables that steamers were en route with big consignments. There was a turn to the market at once. Before the end of the week it became known that there were 97,000 boxes in sight for New York, 6,000 boxes for Philadelphia, and 21,000 boxes for New Orleans. It also became known that there were other steamers afloat, but there was no definite information as to the amount of the cargoes. This meant that there were 124,000 boxes definitely in sight more than had been reported. Naturally the market reacted.

There had been a continuous and free volume of arrivals in New York, and through this port Canada has been able to get all the supplies required. With the British fleet taking command of the seas and further assurance being given that the source of supplies would keep open, prices receded further, and the arrival of a lot of stuff of questionable quality at the end of the hot weather season weakened the market still more.

For October importers claim that there will be higher prices, as during that month it is very hard to get satisfactory supplies. Just at the present there are heavy shipments, but many of poor quality, and they bring low prices.

Since the outbreak of the war there have been no direct shipments made to Canadian importers and supplies have been received through New York. The difficulty has been and still is with the exchange and making settlements. New York supplies come on a basis of adjustment with the New York Fruit Exchange. Exporters at Sicilian ports are now taking orders from Canadian importers, but there still appears to be the difficulty of making settlement.

Canadian Peach Season Over.

It has been many years since there has been such a dearth of Canadian peaches as during the present summer, and the 22nd of September found about the last of the supplies on the market—the failure of the crop, as is already known to the trade, was due to severe spring frosts at the critical period.

The shortness of the crop led to some unusual steps being taken to supply the demand. Result—When there was not sufficient Canadian peaches there were California peaches in Canadian baskets. By this means sales were made on practically the same basis, the imported fruit being taken from the boxes in which it was received and placed in baskets, the price being adjusted to suit the market. This could be done this year, as the Canadian fruit was as high in price as the imported. However, the claim is made that the Canadian peach has a superior flavor, and the practice was not general.

Cheaper Cranberries.

Cranberries opened 1914.....	$7.00
Cranberries opened 1913.....	8.00
Cranberries opened 1912.....	8.50

This should be a big season for cranberries. There is a saying "busy as a cranberry merchant," and it should have some significance this fall. When there are so many high prices prevailing for foodstuffs the figures quoted above should have a meaning for the grocer. Heavy shipments are now coming to hand of the Cape Cod berries, and they are of splendid quality, while the price is $1 under the opening of a year ago and $1.50 under the price of 1912. It is also reported that there is to be an unusually good crop of the Jersey berries, which will come in about a month later.

J. W. LAMOREAUX PASSES AWAY.

With Tucketts, of Hamilton, For Some Thirty Years and Eventually President.

Hamilton, Ont., Sept. 26.—The death occurred last Sunday morning of one of Hamilton's best known business men in the person of James Wilmot Lamoreaux, president of the Tuckett Tobacco Company. He was connected with the Tuckett Company for thirty years, and had occupied the position as president of the Tuckett Tobacco Company, Limited, which is the controlling company of the three subsidiary companies: The George E. Tuckett & Son Company, Limited; the Tuckett Cigar Company, Limited, and Tuckett, Limited.

In addition to this connection with the grocery trade, Mr. Lamoreaux was president of West Hamilton Conservative Association, president of the Regal Shirt Company, Hamilton Mirror and Plate Company, Parisian Laundry, the past president of the Commercial Club, and past president of the Board of Education.

He was born in Pickering, Ont., 58 years ago, and ever since coming to Hamilton 30 years ago has been connected with the Tuckett Company.

THE U. S. POTATO CROP.

In the United States there were 3,708,000 acres planted to potatoes, and this year's production is estimated at 360,614,000 bushels by the Federal Department of Agriculture. This year's crop will exceed the average crop of the past five years by approximately 4,000,000 bushels. The nation's production last year was 331,525,000 bushels, was produced on 3,668,000 acres of land and sold for $227,903,000, or an average of 90 cents per bushel.

J. Stewart, vice-president of Stuart, Ltd., fruit preservers, Sarnia, Ont., sailed for England Sept. 22, by SS. Royal George, on a business trip.

What "German Trade" Means to Canada

Only Two Per Cent. of Canadian Imports Are From Germany—Ten Years Ago German Imports Were Five Per Cent.—Effect of the Surtax, 1904-10, Shown—Opportunity for Great Britain to Regain What She Has Lost—Canada Should Develop Natural Resources.

Written after an interview with and embracing the views of Hamilton Wickes, British Trade Commissioner to Canada and Newfoundland.

SINCE the outbreak of the war in Europe there has been mueh said about German manufactured goods —the temporary disorganization to trade, of the cutting off of supplies, and the opportunities for Canadian industry to gain advantages by replaeing these artieles. Mueh more will undoubtedly be said upon the same subject. There is evidently an opinion prevalent that Canada is a large eonsumer of German manufaetures; there is a tendeney to speak of German imports in the same breath with British and American trade—the trade brand of the Fatherland has evidently been similarly effeetive in trade as has the talk of the German war machine in international politics; but with Canada has there been the same reason for its signifieanee? Let us look at the situation as it aetually is. We find mueh that is reassuring in relation to the elimination of German trade whether temporary or permanent—and we refer to German trade in itself, for the other eountries involved in the war are practically all the allies of the Empire. But so far as a benefit to Canadian industry is concerned this will only come when we have the raw materials whieh Germany controlled in Europe — we got from Germany artieles for whieh we had not the raw material or for which we had not sufficient demand to manufacture in marketable quantities.

The faets — when we have lifted the smoke of the war—reveal that of the total imports of Canada, Germany supplies but 2 per eent. Ten years ago we got 5 per eent. of our total imports from Germany. To get down to statistics for a moment:

	Year.	Amount.	Ger.
Can. Imports	1903	$241,214,961	5%
Can. Imports ...	*1913	673,234,579	2%

*Calendar year.

While the Canadian imports from all countries inereased $450,000,000 those from Germany inereased about $2,000,000. Great Britain's import trade in the same period inereased $126,000,000.

Imports from Germany 1900 to 1903, $10,143,300 per annum.

Imports from Germany, 1904 to 1910, $8,143,300 per annum.

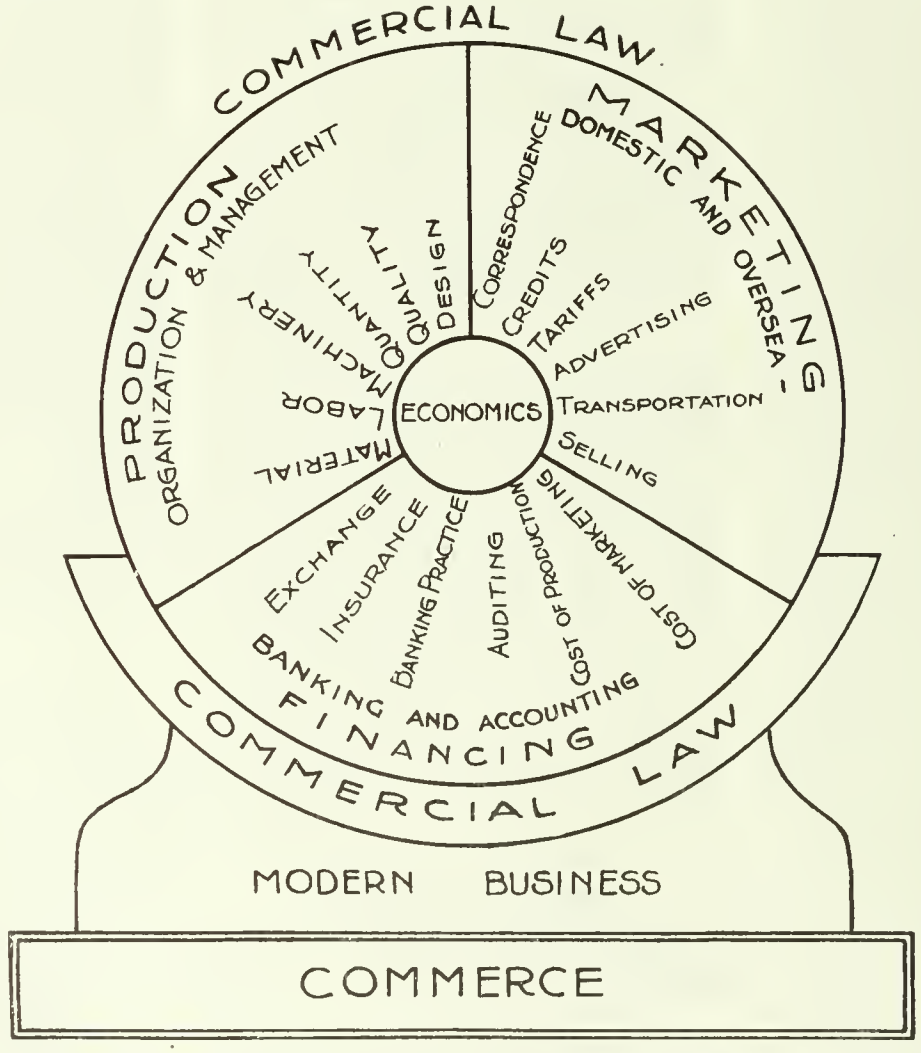


Chart prepared by Hamilton Wickes, British Trade Commissioner to Canada, illustrating the principles of modern industry and commerce. Production, marketing and financing are shown to be of equal importance, and under each head are the important factors in relation thereto. Production is elementary—the goods must be produced at a price to meet the market before there is a commercial proposition. Marketing and financing are then of like consequence. Under the present conditions, exchange, insurance, banking and transportation are problems to Canada, while marketing and design and pattern are the chief difficulties of England.

Imports from Germany, 1911 to 1914, $13,859,000 per annum.

Imports for 1914 about $14,500,000.

There seems to be a general opinion prevailing that German trade has been booming in Canada during the past ten years. Look at the aetual figures and it is revealed that German trade, in proportion to the general development of imports, has been strangled—and the means of strangulation was the surtax against German goods whieh prevailed from 1904 to 1910. During the period 1903 to 1914 the total imports from Germany were $112,500,000. Had the proportion of inerease been as great for that period as it was from 1900 to 1903 the total would have been nearer $250,000,000 and to-day instead of the $14,500,00 whieh we imported last year we would probably be buying $40,000,000 from the Kaiser's industrious people. These figures have been carefully prepared and are arrived at only after adding the German goods from German ports to Canada to those derived from other indirect sources. such as the United States, Great Britain, Belgium, ete.

Then we hear of plans of replaeing the German goods and talk of industrial expansion on that aeeount. If the war has the effeet of eventually crowding the German goods off the Canadian markets — whieh must be taken with a grain of salt, for as water finds its level, trade will find eheap markets where will these goods be seeured? This is a question

which is being much discussed here.

In the first place, it is pretty certain that when the Germans forced their goods over the tariff wall it was because they could not be manufactured in this country; the small amount of German imports in relation to those from other countries would also indicate the same thing. It seems the natural conclusion then, that the bulk of German goods will be replaced by other countries from which we have been importing similar lines. Where there are lines which could only be manufactured in Germany and where the raw material is available in Canada, then these goods could be turned out here in all probability. Let us, however, consider some of the fundamental principles behind the manufacturing proposition.

In the first place there is no country that can produce all kinds of raw material nor manufacture all it requires (and this does not only refer to a matter of raw materials). The nations are members of one family and though some may be on bad terms and may protect their own interests by tariffs, the fact remains that one is dependent on the other. Otherwise we would have each nation behind a Chinese wall.

There are many countries which can manufacture certain lines which cannot be manufactured by any other. There are many articles in which there is no competition between countries. There is certain steel which German steel firms get from England and other steel which the same English firms get from Germany. There are many examples to be seen on every hand.

Germany, however, in addition to lines in which she naturally took the position of world producer, has through imitation and cheap substitution worked up a large trade largely at the expense of the British manufacturers. Selling lines are immediately copied in the cheapest of materials, until to-day Germany stands as the great disturber of legitimate trade. The retailers stock the goods which are the lowest priced: the people buy them under the impression they are getting something cheap, and it is the poor and badly-off that suffer in the end.

This has been accomplished for the German manufacturer and trader by a great marketing system and by a wonderful system of securing information regarding good selling lines, which are immediately imitated and the imitations rushed into the market. But there is a method to this apparent industrial madness. Low as the price may be there is always a profit and when, by this medium of price, competition is forced out of the market, the price is raised to the former figure or higher, and the manufacturer makes a splendid harvest.

In considering the question of the replacing of German goods there then comes up the point as to the countries most able to do so from an industrial standpoint. Here there is the vital point as in connection with every manufacturing proposition—population and demand. The strength of the proposition depends not only on the ability to make the article but to make it in sufficient quantities to bring the cost to a commercial basis. For instance, in hardware, although the German imports are only $1,120,000 out of the $43,000,000 imported by Canada from all countries, in this figure is included over 100 different lines from one firm and one of those lines covers 380 varieties—and all are small shelf articles. Such articles could not be made in this country with the limited market, for Germany is probably supplying the world in many of these lines.

Again in textiles, if we were all willing to wear the same thing then there might be sufficient demand in Canada to encourage the industry; Canada can manufacture staple blues and blacks, but what of the multitudinous patterns in tweeds, etc.?

The whole basis of manufacturing is that of raw material and demand—and there must be sufficient demand to encourage the investment of capital.

In this connection let us consider the two principal items on the list of imports from Germany — dry goods and manufactures of metal, machinery and hardware, the former about $4,000,000 and the latter about $3,000,000. These figures look large, but considering them in relation to the totals—Canada imported in 1913 $108,000,000 in dry goods and $200,000,000 in manufactures of metal, machinery and hardware. A comparison of these figures shows how relatively small are the German imports and that they largely consist of goods which we could get from other countries—although not as low in price—but of better value. The tariff indicates that the bulk of them could not be successfully made in this country.

On the principle that these goods were brought from Germany because they could not be successfully made in this country where conditions are so different, it must not be considered that Canada is not going to reap a benefit from the present war. There will be some lines which Germany has been manufacturing which can be made here when the raw material is available and when there is a sufficient market guaranteed.

But it will be rather in the development of agriculture and natural resources that Canada will benefit from the war, for Great Britain will look more than ever to this country, if we set about the supply of the products of which she is in need. Agriculturally Canada should develop first as the result of the war and secondly, in the lumber and other industries which manufacture from natural raw materials. On the principle of the necessity for a volume of trade there will have to be a development in foreign markets as well as our own to insure the success of some industries. Investigation of the possibilities of the flax production of the country in relation to the manufacture of linen, and geological surveys to discover deposits of iron ore and other metals would be steps in the right direction.

Further, in connection with the statement regarding the necessity for getting a volume of business to insure the success of an industry, and in relation to the limited population of the country, Canada must consider the possibilities of the world market and this is very important at the present time.

The chart shown represents in theory the problems of any industry in relation to the world market. There are three factors of equal importance—production, marketing and financing. In the first place is production. If a manufacturer cannot produce as cheaply or more so than a foreign competitor then he is out of the field so far as export is concerned and cannot hold his domestic market unless there is a tariff protection. Then, having decided that he can produce, there is still marketing and financing. In both the respects Canadian manufacturers are generally at a disadvantage. England, on the other hand, has solved the problem of manufacture and can produce as cheaply as any country in like quantity, while the quality is superior. England in regard to financing facilities is not approached by any other country. It is in the organization of a marketing system by her manufacturers that she is behind.

England, at this time, with Germany suffering from a serious handicap, must give her attention to transportation problems and to studying the design and pattern of the goods required in the different markets—she must take a page from the German method in this regard, and try and realize the importance to the British manufacturer of expert information and advice as to how best (that is, economically) to market their productions.

Canada requires to lower rates for loading and handling her goods for export and to study problems concerned with transportation, exchange and insurance and after having solved the problem of production. For the present there is no "selling expense" in respect to her natural resources, for Britain stands ready to take everything she can produce at the proper price. Location

(Continued on page 30)

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TORONTO, SEPTEMBER 25, 1914

Prejudicing the Consumer.

SOME VERY UNREASONABLE statements are still being made by the daily press disparaging the retail groeery trade for raising the priee of sugar to the consumer. These statements not only indicate gross ignorance on the part of the writers, but at the same time they do great harm to a legitimate trade, and honest traders and prejudice the eonsumer against the grocers. For instanee, in a recent issue of the St. Thomas Journal is to be found the following:

> "The news was spread by the grocers of the city to-day that hereafter sugar will be $7.00 per cwt., which is a fifty-eent advance over the priee that has obtained for about a week. This means that sugar is 7e a pound by the hundredweight but about 7½e per pound buying in dollar lots, the usual amount for the average housewife, the price being set at thirteen pounds for a dollar.
>
> "Despite the oft repeated statements constantly appearing, of the promise of a lowering in the price and the apparent unreasonableness of the advance, it continues steadily."

In this item there is no intimation whatever that there was a rise in priee of 50 eents to the dealer, who must of necessity protect himself whenever such advances oecur. In faet, sugar is almost sure to go even higher on account of the refiners having now to pay so much more for their raws than heretofore. The rising market has been plain to any who have at all given the matter consideration. Yet the writer of the above item speaks of "the apparent unreasonableness of the advance." His only plea can possibly be that he didn't know any better, providing the statement was not deliberately untrue.

It is no difficult matter to demonstrate that the price of sugar to the St. Thomas consumer is more than reasonable. It actually means a loss on the basis of present prices. The quotation on the lowest priced sugar in Toronto at the time of writing is $5.81 per hundred. Adding freight, the cost in St. Thomas would be at least $5.85. Selling at $7 the gross margin would be $1.15 or a shade better than 16 per cent.—just about sufficient to cover overhead expenses. But if sugar were bought at $6.35, which is about the price of the next lowest, the gross margin would be reduced to 65 cents or a little better than 9 per cent. This would mean a big loss, considering the part that sugar must bear in the overhead expenses of every retailer. A newspaper or any other eoneern that only made a gross margin of 9 per cent. when the operating expenses were 15 or 16 per cent., would not live very long to tell the tale.

Conditions made by the war have foreed up sugar and the rise must naturally be borne by those who consume it.

Eggs With Tails.

FEW OF US ever imagined that the prosiac hen could be responsible for this tale that is going the rounds in a New England district. The story goes that a Plymouth Rock hen there lays eggs with tails. It is the property of John E. Wright, a farmer living near Sharpsville. The story is saved from being classed as a nature fake by the fact that Wright brought two of the eggs into Sharpsville to exhibit to his friends. The tails on the eggs are about three-quarters of an inch long and as thick as a lead pencil. There is no shell on the tail part of it. This portion is covered by a skin similar to that inside the egg. One of these eggs has been placed in an incubator and it will be interesting to note what sort of a chicken is hatched.

The suggestion is here thrown out that this information be withheld from our own Canadian hen. In stirring times like these we require her to do her duty in the old-fashioned way. There is no occasion now for experimenting in eggs with tails. Anyway new experiments have been the death of too many individuals in the past, and in times of war we want every available hen. Apart from all this is the tale to be believed? Is it possible for an egg to have an appendix?

The Farmer's Advantage.

FURTHER EVIDENCE of the possibilities of Canadian producers at the present time is to be found in the latest Weekly Report from the Trade and Commerce Department at Ottawa. It deals in part with the interrupted exports of Germany to the United Kingdom which amount to a considerable sum every year, and which must be supplied by other countries.

For the year ending December 31, 1912, the United Kingdom imported from Germany no less than 2,043,387 pounds, sterling, worth of live stock, grain and corn, none of which will be received until at least hostilities discontinue. This means some $10,000,000 worth that must be secured by the United Kingdom elsewhere. Of this amount more than $40,000 were paid for horses; over $2,000,000 worth of barley was bought, more than $3,000,000 worth of oats, $1,000,000 worth of peas, $2,000,000 worth of rye, $650,000 worth of wheat, as well as flour, beans and other grains.

During the same period Germany sold the United Kingdom large quantities of flax, fish, pears, plums and raw hides, the latter amounting almost a million dollars.

Then in provisions it is shown that Germany was a big seller in a number of lines. More than $500,000 worth of butter was purchased from her in the year mentioned, a million dollars worth of eggs, and quantities of hams and other meats. The total amount in everything during the year was no less than $70,048,152 pounds sterling, or more than $350,000,000 worth. Some of this trade must come to Canada.

These figures further demonstrate the importance of the farmer and producer during the great conflict now waging in Europe. The markets of the United Kingdom are open to Canada and the fact that Germany's export trade is bottled up should mean better prices for practically everything the tiller of the soil produces.

Editorial Briefs.

"BUSINESS AS USUAL" is the slogan of the hour.

* * *

MANUFACTURERS ARE getting busier every day. The war winds are surely blowing good this way.

* * *

THE GROCER who hasn't given himself a good vacation yet should buy his ticket soon. A good rest now is one of the surest ways of bringing Fall business in larger volume.

* * *

THE PUBLIC CAN ever be depended upon to bite at a proposition in which they get some of their money back, even if they have to pay a fee to get in on the deal.

* * *

THERE SEEMS TO BE a general feeling among Canadian merchants that rents should come down now that there is a more plentiful supply of business houses. Will the landlords loosen up a bit?

* * *

EVERY TIME THERE is a talk of high prices some new fangled concern tries to make the consumer believe he is being robbed and launches a free-for-all, money-back, cheap-John proposition dressed up in a novel role.

Proof of Prosperity.

THE WAR IS NOT depressing industrial conditions to the extent that might have been expected; certainly not to the extent that the public generally supposes. Some factories have closed, others are running on short time. The great majority of industrial plants, however, are running along "as usual" and some, as a matter of fact, have experienced an acceleration of activity as a result of the war. On the whole there is no foundation whatever for the pessimism expressed so openly in many quarters or for the fears unexpressed perhaps, but nevertheless influencing operations, that all business men more or less feel.

The Canadian Press Association has undertaken a valuable work in the compilation of statistics to prove the fundamental and tangible soundness of conditions. Through the instrumentality of the newspapers, information thus secured is being published broadcast. A brief summary of some of the information thus given out will perhaps help to dissipate the gloom clouds that still obscure the business horizon.

The Dominion Textile Co. have resumed full working time in the ten mills operated which give employment to 7,000. Before the war, the mills were running to about 70 per cent. capacity.

Dominion Canners, Limited, are operating their factory at Hamilton at maximum capacity.

E. D. Smith & Sons, Ltd., have increased their staff at Winona and expect a record output.

Lindners, Limited, Toronto, jam manufacturers, have started to run night shifts.

Full time has been resumed in the Montreal factory of the Canadian Consolidated Rubber Co. Employees in all of the other nine factories of the company have been running full time and increases to the staff may be necessary.

Canadian Flour Mills are running at full capacity. The 7,000 men employed in this industry are assured of steady employment throughout the war.

The Canadian Tungsten Lamp Co., Hamilton, reopened their plant a month earlier than had been intended and some night work is now being done.

The Canadian Sunbeam Co., Toronto, are running at full capacity and are planning to double the output.

The employees of Penmans Limited, Paris, are assured of continued employment, and in one department the staff will have to be increased.

R. P. Fairbairn Company, manufacturers of ladies' garments, Toronto, do not anticipate cutting down one hour of labor or dismissing one employee. The staff, in fact, is being slightly increased.

Night and day shifts are operating the plants of the Mercury Mills, Hamilton.

The Rudd Paper Box Co., have increased their staff about twenty per cent. since the breaking out of hostilities.

The Dominion Ostrich Feature Co. and the Empire Flower and Fancy Feather Co. have increased the number employed and overtime has been started in their factories.

The Renfrew Knitting Co. is running full-handed with as much overtime as the employees can stand.

And be it understood, these cases instanced are but a few selected from the number of firms running as in time of fullest prosperity.

Passing of the Toronto R.G Association

Last Meeting After 28 Years—At Next Grocers Will be Members of Grocers' Section of the Retail Merchants Association—One of the Charter Members at Final Meeting—A Euchre Contest.

TORONTO, Sept. 24.—(Special).—The Toronto Retail Grocers' Association is prorogued. The last meeting of this historical body under the above name was held on Monday night last and when next the men connected with it assemble it will be the Grocers' Section, Retail Merchants' Association, Toronto Branch. Even if the meeting were the last, an onlooker would never have known it until the finish. The usual business was transacted and the questions that arose for discussion under "the good of the order" were of an illuminative character. Opinions were exchanged on trade questions and a generally profitable evening spent.

One of the important questions discussed was as to whether the retail trade had a right to advance prices on goods as soon as an advance was announced by the manufacturer. It was pointed out by one of the members, for instance, that certain manufacturers raised prices to the retail trade on goods which they had bought at the low prices before the war. Stamped on the goods the retailer had bought at the lower figure were the prices to the consumer. "Haven't we the right," asked a member, "to obtain the higher retail price based on the new price of the manufacturer? Haven't we the right as well to put our stickers on those goods if we want to?" It was the general impression that such an action would come within the rights of the retailer, and in fact some of the grocers gave instances where that, despite the retail prices on certain packages, they were charging the higher figures. They claimed they had just as much right to advance their prices on goods bought at the lower market value as had the manufacturers.

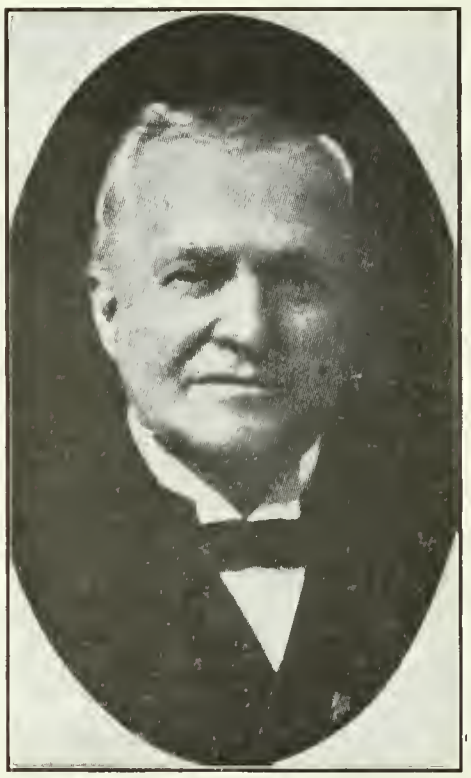
Before prorogation some of the older members were asked by President Carmichael for a few words on the change over to the ranks of the R.M.A. D. W. Clark, J. S. Bond, Donald McLean and Bailey Snow responded, and while all had memories of pleasant associations with the Toronto Retail Grocers' Association, yet they felt that with the other body their possibilities for progress would be widened. Mr. Clark has been a member of the old association for 28 years, or ever since it was founded. He is the only man in business to-day who has been a continuous member. Mr. Bond has been with it for more than 22 years, and was also one of the first few members of the R. M. A. He is now going back to his first love but always with pleasant remembrances of the Toronto R. G. A. Mr. McLean has spent 18 years with the Association and for the past 10 years has never missed a meeting while he was in the city. "It looks like the dawn of better days," is the way he put it in referring to the change. Bailey Snow has been a member for 24 years. The president urged every member to follow up association work with the R. M. A. as a grocers' section, and if so, good results would be sure to accrue.

One of the hardest workers in the Toronto Retail Grocer's Association for many years has been Secretary C. F. Thorne. Mr. Thorne's past services have been very much appreciated by the members and they will be recognized fittingly.

At the conclusion of the meeting a game of progressive euchre was played, the eventual winner being D. W. Clark, who carried off the cigars with a substantial lead. J. S. Bond and J. Davison finished even for second place, and in the draw Mr. Bond won the neck-scarf. No other than President Carmichael captured what is popularly known as the "booby" prize, but he drew a nice pair of suspenders, just the same. D. W. Clark and Donald Nicholson have so far proved themselves the champions since these euchre contests were first established.

The next meeting, which is the first under the Grocers' Section of the R. M. A., will be held on the second Monday in October in the R. M. A. rooms at 21 Richmond street, west.

D. W. CLARK,
Who has been a member of Toronto R.G.A. for 28 years.



J. S. BOND,
A member of the association for 22 years.

DONALD McLEAN,
With the old organization during past 18 years.

How Other Grocers Do Things

COMBINED PUBLICITY.

Under the heading, "London Merchants Guarantee Fair Treatment to Buyers," a large number of the business men of the Forest City have issued a statement through the London press to the effect that if the public deal with them they will be protected from high prices. This notice, which is, by the way, signed by a number of grocers, says: "We, the undersigned, representing the merchants of London, who desire to serve the best interests of the city and Dominion, pledge ourselves to do our utmost with a view to controlling retail prices in London, that they may not increase beyond the means of the citizens during the present war. It will be understood that prices may increase, but we as loyal citizens, promise to carry on our business with the least margin of profit possible.

"War was unavoidable, and Canada must do her share. We firmly believe that the merchant who attempts to gouge the public at a crisis such as this is as much a traitor to his flag as the man who sells the plans of a fortress.

"Despite the fact that the great nations of Europe are engaged in war, the people of Canada must eat, sleep, buy clothes and carry on the usual routine. War does not mean ruination unless unscrupulous merchants seek to wring blood money out of the people. We are all going to stay in business and do everything we can to protect our business. It is entirely unnecessary to purchase all your stock at one time. Forget the war during business hours—Great Britain cannot lose."

This, with the probable exception of the references to "gouging the public" and the "wringing of blood money from the people" seems to be good publicity at the present time. No doubt less sensational phrases could have been found, but the tenor of the entire advertisement is to create a feeling of assurance among the people which just now is to be highly commended.

WAR PRICES IN PAPERS.

Editor Canadian Grocer.—I am giving below some information which may be of interest to your readers at a time when the daily papers are so busy writing of grocers selling goods at "war" prices.

The daily papers are now retailed for five cents per copy in Sudbury, although one cent per copy is plainly marked on the papers. These papers are delivered prepaid to any post office in Canada to newsdealers at the rate of 60c. per hundred, with a privilege of returning 10 per cent. of same if unsold; 5c. per copy for these must certainly be "war" prices, if anything is. It seems to me that if the dailies would look after their own business and not yell any louder about the war than what is necessary, they would do a good deal towards helping to keep conditions normal in the grocery business.

Yours truly,
K. JOHNSON.

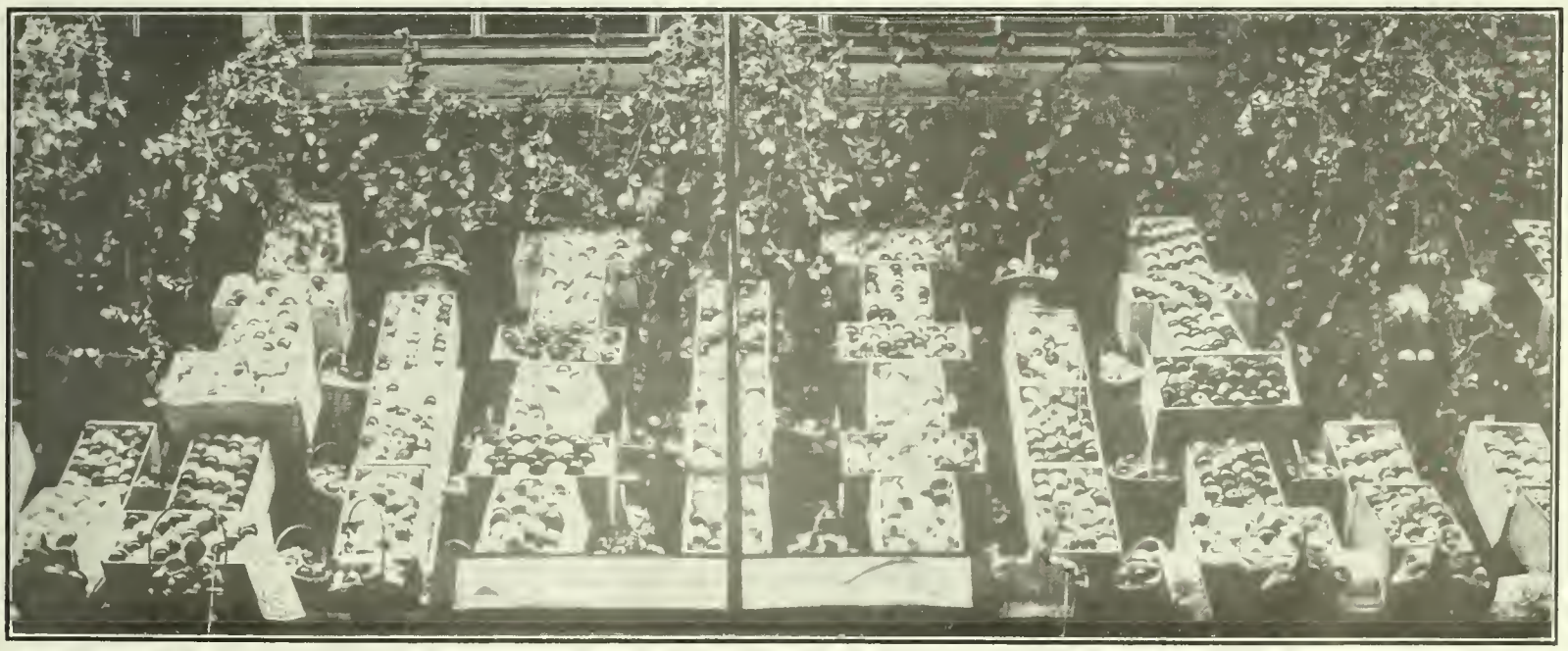
Kipling, Ont.

GERMANS CAPTURE TEA.

McMeekin & Co., London Tea Circular for August states:

"Fully three million pounds of tea were on board the "City of Winchester" captured by a German cruiser on the 6th August. The Admiralty, on the 31st, intimated that the vessel had been sunk, without furnishing the information as to when or where this happened."

It is estimated that there are 7,000 men employed in the flour mills of Canada. Considering the amount of flour that will be consumed in addition to the 1,250,000 barrels presented by the Dominion and Ontario governments, the the flour mills should remain pretty busy for a long time.



Suggestion for a catchy fruit display that could be used to advantage just now.

CURRENT NEWS OF THE WEEK

Quebec and Maritime Provinces.

J. E. Bussiere, a grocer of Sherbrooke, Que., died last week.

J. J. Young, grocer, Bathurst, N.B., was recently succeeded by Miss M. A. Doucet.

J. H. Grimm, of the Maple Tree Producers' Association, Ltd., Montreal, Que., has donated 300 cases of Pride of Canada maple syrup to the Canadian Patriotic Fund to be used in support of families in Montreal and at Valcartier Camp.

Harry Bishinsky, a Montreal grocer, has petitioned the court that the Sunday closing by-law, No. 36, be declared void on the ground that such a law could only be passed at Ottawa. The regulation compels the closing of all grocery and other stores on the Sabbath.

The Walter Baker Co. have donated to the over-seas contingent of troops preparing to leave for the seat of war half a ton of Baker's cocoa, half a ton of No. 1 unsweetened chocolate in ½-lb. cakes, and 100 lbs. of chocolate to the Army Medical Corps at Valcartier. The office, factory and sales staffs have given a day's pay to the Patriotic Fund.

James McCormack, of McCormack Bros., fruit and vegetable wholesalers, Montreal, died on Sunday, September 13, aged 67 years. He had been associated in the business for over thirty years with his brother, M. McCormack, T. Johnston, who has been connected with Mr. McCormack for some time, will handle the business.

Ontario.

P. J. Brady, an Ottawa grocer, died last week.

J. B. Whaley, grocer, Toronto, has sold to Gordon Angus.

Sombra, Ont., merchants will close their stores three nights a week—Mondays, Wednesdays and Fridays, beginning October 1, at 6 o'clock sharp.

The Canadian Chicle Co., of Peterborough, Ont., has presented the Militia Department of the Dominion Government with a quantity of chewing gum.

Scott & Leonard, grocers, Toronto, have sold to McDonald & McCann. F. D. Vanderlip, also of Toronto, has sold his grocery business to George Sher.

The work of adding members to the Grocers' Section of the Retail Merchants' Association, Toronto Branch, is progressing most rapidly these days. During the past two or three weeks some 200 grocers have come in, and they are still coming.

Merchants in Hamilton, Ont., are complaining that the landlords there are not disposed to lower rents. The grocers say they are being hit rather hard, because so many are not paying their accounts promptly, and they think the property-owners should help out the situation by lowering rents.

Theer was a movement on foot to lower the transient traders' license fee in Peterborough, Ont., but the Retail Merchants' Association objected at a meeting of the Finance Committee, and the council decided to let the fee stand as at present. Thos. Barrie, R. C. Braund and N. C. Cameron was the deputation. They pointed out that if the license were lowered it would leave an opening for outsiders to come in and take advantage of the local people.

Western Canada

The estate of B. Black, grocer, Winnipeg, has sold stock to M. Bloom.

Wright Bros., general merchants, Domremy, Sask., are succeeded by Molstad & Johnson.

JEWISH HOLIDAYS, 1914.

With the poultry market weak on account of poor demand and stocks of frozen supplies left over and with feed at a high price, it is important to the general merchant who deals in live poultry to pay particular attention to the Jewish holidays when there is a strong demand for live fowl and when better prices may be looked for. In addition to the Jewish New Year which has just passed, other feast days are:

DAY OF ATONEMENT—Wednesday, Sept. 30th.

Stock should arrive 25 to 28. Spring chickens and roosters will be mostly in demand.

FEAST OF TABERNACLES—Monday and Tuesday, Oct. 5 and 6.

Ship poultry to arrive Oct. 1 to 3. Fowls, ducks and fat geese will be mostly in demand.

FEAST OF LAW—Tuesday and Wednesday, Oct. 13 and 14.

Stock should arrive Oct. 8 to 10. All kinds of choice poultry will be wanted.

The Robin Hood Milling Co., of Moose Jaw, Sask., has presented the Patriotic Fund with 2,000 bags of flour.

James Ramsey, president of James Ramsey, Limited, Edmonton, Alta., has offered to donate $5,000 to a fund, if one is found to be necessary, for charitable purposes during the winter.

F. D. Cockburn, of Cockburn, Nolan Co., Ltd., brokers and importers, Winnipeg, was in Montreal and Toronto on a business trip last week, and has returned again to the West on Tuesday.

TARIFF ON BISCUITS..

Through a typographical error, when the new tariff following the war tax was published in Canadian Grocer, the general tariff on sweetened biscuits was given as 60 per cent. This should have read 30 per cent. Those who have the issue in question on file should make this correction.

WHAT "GERMAN TRADE" MEANS TO CANADA

(Continued from page 25.)

is important in relation to the question of transportation; manufacturers should find the f.o.b. prices at the nearby shipping ports and then compare their charges with those of other countries with which competition has to be met.

At this time it is a relief to know that there are very few articles turned out by Germany which cannot be replaced or duplicated. In dry goods there may be some difficulties with some embroideries, but for the most part they can be secured in Switzerland or in Nottingham, or substitutes can be bought. England will be prepared to replace the German hosiery, dyed with a dye as black as Hermsdorf—and not a German product. Investigations are now being made to discover means for the replacing of German chemicals. With gloves the situation is more serious, but Italy may be able to relieve the situation to some extent—leathers there might also be some trouble in the future. In hardware lines there is not an article that cannot be made in Canada, United States or England. In many instances, however, somewhat higher prices may be looked for.

Sugar Is Still on the Up Grade in Canada

Canada Refineries Advance 50 Cents and Are Even Again With St. Lawrence—Easier Situation in New York, but Sugar There is Still Much Higher Than Here—Tea Situation at Moment is Easier, but Future is Uncertain — Business Again Becoming Normal.

Publication Office, Toronto, Sept. 24, 1914.

THE trade has returned to a solid basis and conditions are almost normal. If anything the war effect at the present time is seen in a falling off in demand below the volume which would be passing usually at this time of the year. Country business is comparatively better than in the manufacturing centres. This is largely due to the fact that the change is chiefly noted in relation to luxuries and the goods sold in the country are at all times pretty much staples; also there is the favor that while manufacturing centres are feeling the war directly the farmers are getting high prices for their produce. Perhaps the situation can best be described in the words of a wholesaler who said: "We are down to brass tacks again and we have got to go out and get the business if we want it."

Recent developments in the war arena have not been so reassuring in relation to imported lines, and yet it is evident that so heavy has been the buying that it will take some startling change in the situation to scare the public into a run on the grocers again. Added to the difficulties in importing owing to the difficulties in financing has been the activity of the German naval power in the Bay of Bengal where a number of ships have been sunk. This will naturally have an effect upon the shipments of supplies from that part of the globe. In the face of this the weak demand has led to reductions in tea prices rather than advances which is only one indication of the difficulties of trying to foresee what the future may bring.

While the week has seen a decline in sugar in New York the contrary has been the case in Canada, which proves that Canadian refiners have been acting independently. Canada Refineries have come to the same basis as St. Lawrence, with Acadia still 40c in advance. Higher prices are probable rather than lower, despite the New York reduction of 75c.

New prices on salmon have been given out by the British Columbia Packers, indicating an advance as predicted of 57c on the tall tin, the price being 2.52½ with 2½ off for five case lots.

The Government of Greece has taken a hand in the current situation by increasing the retention tax by 15%, which means an advance of about ½c lb. above what had been expected. California raisins opened lower than had been expected, but the price has already been advanced somewhat; war is keeping apricots, prunes and peaches cheap.

The flour situation is interesting. The domestic demand is now falling off and when the millers catch up with orders they will have to depend on the export business. Conditions on the domestic side with lower prices for wheat are easier, but on the other hand the demand in England continues strong, and so long as export business is on this basis there is not likely to be any material reduction.

The moving of the Canadian troops has resulted in the Government taking over ships at Montreal and tying up export business. This has meant easier prices for cheese and butter. Provisions too are generally a little easier on lower prices for hogs, but this has been offset in the East by the placing of heavy orders by the Government for provisioning transports.

In fruits, lemons have receded to a position lower than usual at this time of the year. There is going to be a big crop of cranberries, and the opening prices are about a dollar a barrel under the average.

A surprise in the Toronto trade has been the arrival of shipments of jams from Scotland, for three wholesale houses. There is considerable speculation regarding the embargo about which nothing definite can be learned officially.

Markets in Brief

QUEBEC MARKETS.

FRUIT AND VEGETABLES—

Grapes in demand, 19c.
California peaches low.
Weak lemon market.
Plenty of good cheap cauliflowers.

PRODUCE AND PROVISIONS—

Bacon slightly firmer.
Butter, cheese and eggs easier.
Large fat fowl wanted.

FISH AND OYSTERS—

Dore and pike for Jewish holiday.
Labrador salmon cheaper.
Live lobsters up 3c.
Cape Cod shell oysters $9 bbl.

FLOUR AND FEED—

Bran, shorts and feed flour in big demand.
Flour prices unchanged.
Rolled oats may be cheaper.

GENERAL GROCERIES—

Tapioca slightly cheaper.
New California raisin prices high.
Redpath's sugar up ½c lb.
Coffee market quieter.
Alimentary paste up 1c lb.

ONTARIO MARKETS.

FRUIT AND VEGETABLES—

Potatoes will be cheaper.
Peaches about done.
Pineapples from the Azores.
Weather interferes with demand.

PRODUCE AND PROVISIONS—

Cheese and butter easier.
Eggs are somewhat firmer.
Hogs cheaper; provisions unchanged.

FISH AND OYSTERS—

Hot weather stops demand.
Oysters and smoked varieties dull.
No price changes.

FLOUR AND CEREALS—

Flour situation easier, but prices unchanged.
Mill feeds easier; bran $1 cheaper.
Cereals in light demand.

GENERAL GROCERIES—

Tea easier; future uncertain.
Redpath sugar up 50c; situation firm.
Government of Greece holding currants.
Peels higher in price.

QUEBEC MARKETS.

Montreal, Sept. 24.—A reaction is now being felt following the boom of last month. It is natural, as both grocer and consumer have been buying some lines to last them weeks and months ahead. Now they are inclined to buy as little as possible, having fairly good stocks, and knowing that supplies are coming in without much interruption. The quietness is felt particularly in lines which experienced a boom a month ago,

such as tea, coffee and sugar. A lessened demand for articles of luxury is being experienced.

Important features of this week's market are the naming of prices on California raisins, which are higher even than those imported from Spain, and will likely be still higher; and an advance of 50c cwt. in the price of Redpath's sugar. This advance occurred at a time when a weakness occurred in the primary raw sugar market, though it became necessary, as raw sugar cannot be bought to sell refined at prices which have been quoted by some refineries. In New York, the sugar market is displaying some weakness.

Attention this week has been directed somewhat to the liners lying in Montreal harbor. The latter is closed to commerce, all ships having been taken over by the Government, presumably for the shipping of troops to the seat of war. Supplies for these boats have been enormous, and nothing but food of the best quality has been taken aboard.. Each boat took on 2,000 lbs. of poultry, plenty of the best fruit, beef, lamb, and provisions. Some lines, notably bacon, seem to have become slightly dearer as a result.

Several small lines have experienced changes this week. English candles are up 1c. 1-lb. dog cakes of British make are up 10 per cent. Canadian alimentary paste advanced 1c lb. in sympathy with flour. Goose wheat, from which macaroni and similar foods are made, is reported to be scarce. Some lines of patent medicines have advanced, according to their constituents. Stocks of French goods will soon be short, as the exportation of eatables from France is prohibited. Six lines are already off the market. Borax is up 5¾ to 7½c, and saltpetre 7 to 8c lb. A small change is made in Clover Leaf salmon; the maximum price is the same, but the minimum price has advanced 2½c for 5-case lots. Epsom salts, which usually sell at 1c a lb. have been advanced from 3½ to 5c per lb.

SUGAR.—The Canada Sugar Refineries (Redpath's) raised the price of their sugar on Monday on a par with St. Lawrence. This is due to the fact that Canadian refineries cannot buy and sell at to-day's prices. It is believed the price cannot go down for some time to come, yet the raw market in New York is considerably weaker, and New York refined has dropped from $7.25 to $6.75. This weakening is due to large crops in Cuba, and to the fact that the raw market was probably foisted up owing to the outbreak of hostilities. This is the first reaction since the war, and further developments will be watched with interest. Demand for sugar is easing up, which is welcome news to refiners, who are anxious to close down their plants after getting stocks laid aside, in order to clean out the boilers, which they have been unable to do since war broke out.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	6 25
20 lb. bags	6 35
2 and 5-lb. cartons	6 55
Second grade, in 100 lb. bags	6 20
Yellow Sugars—	
No. 3	6 10
No. 2	6 30
No. 1	5 85
Extra Ground Sugars—	
Barrels	6 65
50 lb. boxes	6 85
20 lb. boxes	7 05
Powdered Sugars—	
Barrels	6 45
50 lb. boxes	6 65
25 lb. boxes	6 85
Paris Lumps—	
100 lb. boxes	7 00
50 lb. boxes	7 20
25 lb. boxes	6 30
Crystal Diamonds—	
Barrels	6 90
100 lb. boxes	7 00
50 lb. boxes	7 10
Cartons and half cartons	8 05
Crystal Dominoes, cartons	8 15

DRIED FRUITS.—The California Association have issued prices on this year's raisins, which are considerably higher than those of last year, and are expected to advance again this week. Fancy seedless are quoted at 10c, and choice 9½c. By the end of week it is believed they will be up to 10½ and 10c. The Association consist of six of the largest growers, who control the bulk of the crop, and are in position to make prices. This year's prices are higher than those for Spanish raisins. Little difficulty is being experienced now in securing shipments of raisins from Spain, and the first boat should arrive about Oct. 25. Price of Valencias will be about 6½ to 7½c, according to brand and quality; 4 crown layer will be ½c above these prices. New currants will arrive about the same time as raisins, and price will be little above normal. New Filiatras will bring 7½c loose, and 9c packages.

EVAPORATED FRUITS.	Per lb.	
Apples, 50-lb. boxes	0 08½	0 09½
Nectarines, choice	....	0 11
Peaches, choice	0 09	0 09½
Pears, choice	0 14	0 15
Apricots	0 16	0 20
DRIED FRUITS.		
Candied Peels—		
Citron	....	0 18
Lemon	....	0 12
Orange	....	0 13
Currants—		
Amalias, loose	0 07	0 11
Amalias, 1-lb. pkgs.	0 08½	0 10¼
Filiatras, fine, loose, new	....	0 07½
Filiatras, packages, new	....	0 09
Dates—		
Dromedary, package stock, per pkg..	0 10	0 13½
Fards, choicest	0 11	0 14½
Hallowee, loose	0 05½	0 08
Hallowee, 1-lb. pkgs.	0 07½	0 09½
Prunes—		
40 to 50, in 25-lb. boxes, faced	0 12½	0 13
50 to 60, in 25-lb. boxes, faced	0 11½	0 12
70 to 80, in 25-lb. boxes, faced	0 10	0 10½
80 to 90, in 25-lb. boxes, faced	....	0 09½
95 to 180, in 25-lb. boxes, faced	0 06	0 06½
60 to 70, in 25-lb. boxes, faced	0 10½	0 11
Raisins—		
Malaga table, box of 22 lbs., according to quality	5 00	6 60
Muscatels, loose, 3 crown, lb	....	0 08½
Sultana, loose	0 14	0 16
Lower grades Sultana, 1 lb. pkgs	0 15	0 18
Valencia, new	0 06	0 06½
Seeded, fancy	....	0 10
Seeded, choice	....	0 09

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

RICE.—Embargo was removed from rice for a short period to allow contracts to be filled. It is not expected that they will be half filled, as it is difficult to secure ships. Tapioca is down to 6½c, for both pearl and seed. It is being imported freely now, coming from Brazil.

	Per cwt.
Rangoon Rices—	
Rangoon "B"	3 75
"C.C."	3 65
India bright	3 90
Lustre	4 00
Fancy Rices—	**Per cwt.**
Polished	5 50
Pearl	5 60
Imperial Glace	5 90
Sparkle	6 10
Crystal	6 10
Snow	6 30
Ice drips	6 45
Carolina head	8 10

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).

	Per lb.	
Imported Patna—		
Bags, 224 lbs.	0 06½	0 07⅜
Half bags, 112 lbs.	0 06¼	0 06½
Quarter bags, 56 lbs.	0 06⅜	0 06⅝
Velvet bead Carolina	0 10	0 11
Sago, brown	0 06	0 06½
Tapioca—		
Pearl, lb.	0 06	0 06½
Seed, lb.	0 06	0 06½

MOLASSES.—Stocks in Montreal are big, and were bought at low prices, so that molasses should be cheap this winter. It is predicted, however, that prices will advance as winter approaches. The crop in the West Indies was a fairly large one. If molasses followed the price of raw sugar, it would be selling to-day at 45c gal. Those who have good stocks have good property.

Barbadoes Molasses—	Prices for Island of Montreal. Fancy.	Choice.
Puncheons	.38	.36
Barrels	.41	.39
Half barrels	.43	.42

For outside territories prices range about 3c lower per gallon than for delivery, Island of Montreal.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—		
Barrels, per lb., 3¾c; ½ bbls., 4c; ¼ bbls..		0 04¼
Pails, 38½ lbs., $1.95; 25 lbs.		1 40
Cases, 2 lb. tins, 2 doz. in case		2 65
Cases, 5 lb. tins, 1 doz. in case		3 00
Cases, 10 lb. tins, ½ doz. in case		2 90
Cases, 20 lb. tins, ¼ doz. in case		2 85
Maple Syrups—		
Pure, per 8½ lb. tin		0 75
Pure, in 15 gal. kegs, 8c per lb., or per gal.		1 00
Maple sugar, pure, per lb.	0 10	0 11

COFFEE.—Jobbers find it difficult to talk about the market, not knowing if they can buy. If they can buy, it is hard to say what coffee will cost by the time it gets here. It can be purchased cheaper in the primary markets, but becomes much dearer owing to insurance, freights and war tax. Quietness fell on the market in the early part of the week, which was to be expected, following the run during the past month. Evidences are now seen of settling down to normal conditions. Those who sent in large orders during August were sent only half their order, and are taking the remainder now. This is helping things out somewhat.

Coffee, Roasted—		
Bogotas	0 30	0 34
Gautemala	0 28	0 32
Jamaica	0 25	0 28
Java	0 34	0 39
Maricaibo	0 24	0 27
Mexican	0 30	0 34
Mocha	0 32	0 36
Rio	0 20	0 23
Santos	0 23	0 26
Chicory, per lb.	0 12	0 15

NUTS.—Wholesalers are having difficulty in securing supplies of nuts, with the exception of walnuts and shelled almonds, which will arrive around November, the latter selling at about 40c lb. While cables to Spain for raisins have arrived safely and been replied to, those

sent to Malaga for nuts seem to have gone astray.

Shelled walnuts, per lb.	0 50	0 52
Shelled almonds, 28-lb. boxes, per lb.	0 52	0 54
Finest filberts	0 15	0 16
Pecans—		
3 crown	0 17	0 18
Large	0 18	0 20
Giants	0 20	0 21
Almonds	0 20	0 21
Walnuts, Grenoble	0 16	0 27
Brazils, new	0 14	0 16
Peanuts, No. 1, 13c; No. 2	....	0 11
Peanuts, No. 3, 9½c; No. 4	....	0 09

SPICES.—Cream of tartar, which is imported from France, has run out entirely. It is an important item, as it is used extensively in making pastry. The price has reached 60c, which is now nominal. No changes are reported in other spices, the high prices made at the beginning of the war being maintained.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins, dozen.
Allspice	0 15—0 18	0 60—0 70	0 70—0 80
Cassia	0 22—0 25	0 72—0 90	0 80—0 90
Cayenne pepper	0 30—0 35	1 02—1 15	1 10—1 25
Cloves	0 35—0 40	1 15—1 30	1 25—1 40
Cream tartar—Supply all sold.			
Ginger, Cochin	0 21—0 23	....—....	....—....
Ginger, Jamaica	0 25—0 30	0 90—1 05	0 95—1 10
Mace	0 85—1 10	....—....	....—....
Nutmegs	0 30—0 35	1 02—1 20	1 10—1 25
Pepper, black	0 23—0 25	0 80—0 90	0 90—1 00
Pepper, white	0 31—0 32	1 05—1 10	1 10—1 20
Pastry spice	0 25—0 32	0 85—1 10	0 95—1 15
Pickling spice	0 20—0 25	0 75—0 90	0 80—0 95
Turmeric	0 20—0 22	....—....	....—....

Lower prices for pails, boxes or baliers when delivery can be secured.

Cardamon seed, per lb., bulk	2 00	2 50
Carraway—		
Canadian	....	0 12
Dutch	....	0 20
Cinnamon, Ceylon, lb.	....	0 60
Mustard seed, bulk	0 18	0 22
Celery seed, bulk	0 35	0 45
Cayenne chillies	0 25	0 30
Shredded cocoanut, in pails	0 20	0 25

DRIED VEGETABLES. — Present stocks are nearly exhausted, there being not two weeks' supplies in Quebec. Prices quoted last week are good again this week, though considerably higher prices are being asked in some quarters. New crop will arrive about October 15, and will arrive on a bare market. Peas are scarce, the new crop being short, and there are no old peas on the market. New peas arrived this week, and are not choice boilers, being buggy. Some German peas, imported before war, are on the market, and are bringing higher prices than the new Canadian crop.

Beans—	
Hand picked, per bush.	3 70
Canadian, white, per bush.	3 60
Yellow, per bush.	3 85
Yellow eyes, per bush.	4 35
Lima, per lb.	0 10
Peas, per bushel	3 40
Peas, Imperial green, per bush.	3 50
Barley, pot, per bag	3 50
Barley, pearl	5 00

TEAS.—Wholesalers are not anxious to buy now that supplies are coming in fairly freely, which is in marked contrast to their attitude at the opening of the war, when they were willing to pay any price. Most of the grocers must have taken on too large stocks when the rush occurred, and are now not in need of further supplies. In the meantime(it is observed that two of the steamships sunk by the German cruiser Emden at least—the Kabinga and the Clan Matheson—were carrying large supplies of tea It was thought that this route was elear of German ships. Supplies are coming in from London, and the City of Norwich has arrived direct from India at Boston. The Japanese situation is peculiar. Latest cable advices state that the home market is cleared of all grades, and this cable is corroborated by the fact that orders have been turned down at enhanced prices during the past week. Considerable tea has been donated to the Allies for use of troops. It is not thought that any Japanese teas will be offered on this market at less than 20c lb. Supplies of better grades are coming in. Ceylon blacks are easier in Ceylon, but transportation makes the price up. Black teas, however, may be reasonably cheap

ONTARIO MARKETS.

Toronto, Sept. 24.—Trade in Toronto is feeling natural reaction after the war demands, and practically all lines are affected, although there have been no price reductions, and rather the contrary has been the tendency. Country business has been holding up better than the city, for the reason that farmers are getting good prices for their goods, and, generally speaking, they do not live as close to their incomes as people in the cities, nor do they eonsume the same proportion of the higher-priced luxuries. Then, too, the faet that a number of lines have been cleared up also interferes with volume of business. Wholesalers generally are watching their accounts closely, and are encouraging hand-to mouth buying, which seems to also be the idea of the retailers under the existing conditions.

As regards imported lines, the situation is unsettled. On the one hand, there is the interference of Germany with trade in the Bay of Bengal, which has caused some uneasiness, while at the same time tea has weakened, and these conditions do not seem to agree. In addition to difficulties of transportation there are also handicaps in financing, as exporters in foreign countries are demanding cash credits on a London basis, which means that importers in some cases must pay for their goods before they see them.

SUGAR.—That Canadian sugar refiners have not been following the American market since the outbreak of the war has been more strongly emphasized than ever this week, when in the face of material weakness in New York for both raw and refined the situation on this side of the line has gained strength, and the Canada Refineries have advanced half a cent a pound to the level of the St. Lawrence Refineries; at the same time the Acadia Refineries have held their position at 40c cwt. above this figure. On the present basis there is no sign of weakness in Canada, despite the reduction of ¾c in New York. With the prevailing price of raw there is yet more chance of there being an advance than a decline, and there is nothing in the trade to indicate the latter. The weakness in United States is said to be due to unlooked-for falling off in domestie demand, which had been expected to maintain strength when British offers fell off. Canadian refiners are improving their position in relation to orders, but even yet there is not sufficient volume to meet demand, and shipments are still being made on a proportionate ratio, although the ratio is being increased.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 31
20 lb. bags	6 41
10 lb. bags	6 46
2 and 5 lb. cartons	6 60
Second grade granulated, 100-lb. bags	6 21
Nova Scotia refined, 100-lb. bags	6 60
Extra Ground Sugars—	
Barrels	6 60
50 lb. boxes	5 21
25 lb. boxes	6 41
Powdered Sugars—	
Barrels	6 51
50 lb. boxes	6 71
25 lb. boxes	6 91
Crystal Diamonds—	
Barrels	6 95
100 lb. boxes	6 85
50 lb. boxes	6 95
Paris Lumps—	
100 lb. boxes	6 85
50 lb. boxes	6 95
25 lb. boxes	7 11
Cartons (20 to case)	8 51
Cartons (50 to case)	8 51
Crystal Dominoes, cartons	9 11
Yellow Sugars—	
No. 1	5 41

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

TEAS. — Situation has materially eased during the week for the time being, but there is nothing to clear the atmosphere so far as the future is concerned, and definite information as to what is being done in the markets of Colombo and Calcutta is difficult to get. It is evident, however, that operations at these export markets are much curtailed. A letter received in Toronto from a firm in Calcutta, although late in arriving, has some interesting information. It states that the difficulty will mainly be with financing, as many of the big Russian houses financed their dealings through German banks. Then it is also pointed out that transportation companies are reluctant about taking consignments, and that the Government has taken a number of boats for transport purposes, while boats of foreign countries are in great danger of seizure, and are being held in various ports. The present easing seems directly due to release of shipments from London and a falling off in demand. Advices from Japan indicate that there are difficulties in that quarter also to get shipments made. Prices of Indians and Ceylons are reported about 4c above the basis in force before the war, and Japans 2c to 3c. However, some firms are reported to have made material reductions during the past few days and to be selling at considerably smaller advance.

Some of the importers who are watching the situation closely are considering the possibilities of a war tax being imposed by the Government. It is stated by one dealer that this is almost certain to be done in the event of the Government wishing to increase the revenue—

and this increase appears to be necessary. That coffee should have been taxed and that tea should not was a surprise in many quarters. Tea is generally considered as much cheaper from the standpoint of beverage production than coffee, and besides is more generally used. While, of course, the imposition of a war tax would mean an immediate and direct increase in price to this extent, there would be considerable effect from the fact that buying would undoubtedly be curtailed for a period until present stocks are pretty well exhausted throughout the different branches of the trade.

DRIED FRUITS.—There has been a new development in the currant situation during the week, which has had the result of increasing prices somewhat. This has been the imposition of an increased retention tax in Greece by the Government, with the result that instead of 35 per cent. of the output being taken over by the Government the proportion will be 50 per cent. Thus the output of currants will be reduced by 15 per cent., and prices have been advanced 2s. cwt. Until this was announced the currant prices had been about the same as a year ago, the increased cost of transportation, exchange and insurance being offset by cheaper prices prevailing for stocks. Valencia raisins are expected to be about ½c above a year ago, the increase being due to war conditions. The Thompson Line steamer is expected to sail this week with these stocks, which should be received in October. Prices have been announced for California raisins, and they were somewhat cheaper than had been expected; however, there have been some advances made already, and the market is firming up. War conditions are responsible for an easy market for apricots, peaches and prunes. Peels have been advanced in price about 2c from the low figure. Dried apples are cheaper.

Apples, evaporated, per lb.	0 08½	0 10
Apricots—		
Standard, 25 lb. boxes	....	0 11¼
Choice, 25 lb. boxes	....	0 11¾
Candied Peels—		
Lemon	0 14	0 16
Orange	0 14	0 16
Citron	0 20	0 22
Currants—		
Filiatras, per lb.	0 09	0 09½
Amalas, choicest, per lb.	....	0 09½
Patras, per lb.	....	0 10
Vostizzas, choice	....	0 11½
Vostizzas, shade dried	0 13	0 13½
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09	0 09½
Fards, choicest, 60-lb. boxes	0 08½	0 09
Package dates	0 07½	0 09
Hallowees	0 06	0 06½
Prunes—		
30-40s, California, 25 lb. boxes	0 13½	0 14½
40-50s, 25 lb. boxes	0 12½	0 13½
50-60s, 25 lb. boxes	0 12	0 12¼
60-70s, 50 lb. boxes	0 10	0 10½
70-80s, 50 lb. boxes	0 09½	0 10
80-90s, 50 lb. boxes	0 09	0 09½
90-100s, 50 lb. boxes	0 07½	0 08
25-lb. boxes ¼c more.		
Peaches—		
Standard, 50-lb. boxes	....	0 05⅞
25-lb. boxes ¼c more.		
Raisins—		
Sultana, choice, new	0 10	0 11
Sultana, fancy, new	0 12	0 14
Valencia	0 09	0 09½
Seeded, fancy, 1 lb. packets	0 09⅜	0 09½
Seeded, choice, 1 lb. packets	....	0 09½
Seeded, choice, 12 oz.	....	0 08½
Seedless, 16 oz., packets	0 10½	0 11
Seedless, 12 oz. packets	....	0 10

RICE AND TAPIOCA.—Market is firm, and some quotations have been fractionally advanced. Strength is given to situation by capture of steamers in Bay of Bengal by German cruiser, which is likely to have effect of curtailing shipments.

Rice—		
Rangoon, per lb.	0 04	0 04½
Rangoon, fancy, per lb.	0 04¾	0 05½
Patna, per lb.	0 06	0 07½
Japau, per lb.	0 06½	0 08
Java, per lb.	0 07	0 08½
Carolina, per lb.	0 11	0 12½
Sago—		
Brown, per lb.	0 06	0 06½
White, per lb.	....	0 06
Tapioca—		
Bullet, double goat	....	0 10½
Medium pearl	0 07	0 07½
Seed pearl	0 07	0 07½
Flake	....	0 10½

BEANS.—Although stocks of beans are not heavy, and the situation is anything but weak, there are some lower prices being quoted. There is considerable range for which the attitude of different jobbers is largely responsible.

Beans—	Per bushel.	
Canadian primes	3 50	4 00
Lima, per lb.	....	0 10
Peas, blue, Canadian, per bush.	3 00	3 25
Peas, whole, white, per bush.	3 00	3 25

SPICES.—With spices now going to the consumer the demand has gone out of the trade, but situation remains firm on the higher prices. Peppers continue particularly strong. Material advances have been made in prices for herbs, etc. Prices of extracts have been increased, the 10c line going from 75c to 85c, and the pure selling at 25c, from $2.20 to $2.25.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	....—0 12	....—0 18
Allspice, whole	....—....	....—0 17
Cinnamon, whole	....—....	0 21—0 26
Cinnamon, ground	0 18—0 19	0 21—0 26
Cinnamon, Batavia	....—....	0 26—0 36
Cloves, whole	....—....	0 28—0 33
Cloves, ground	0 21—0 26	0 31—0 33
Cream of tartar	0 25—0 35	....—0 80
Curry powder	....—....	....—0 27
Ginger, Cochin	0 14—0 17	0 20—0 23
Ginger, Jamaica, ground....	0 17—0 20	0 24—0 27
Ginger, Jamaica, whole	....—....	0 24—0 27
Ginger, African, ground	....—....	....—0 18
Mace	....—....	0 80—1 05
Nutmegs, brown, 64s, 52c; 80s, 42c; 100s	....—....	....—0 37
Nutmegs, ground, bulk, 47c; 1 lb. tins	....—....	....—0 57
Pastry spice	....—....	....—0 27
Peppers, black, ground	0 12—0 16	0 19—0 22
Peppers, black, whole	....—....	0 20—0 22
Peppers, white, ground	0 19—0 27	0 33—0 37
Peppers, white, whole	....—....	0 31—0 33
Pickling spice	....—....	....—0 17
Turmeric	....—....	0 20—0 28

NUTS.—Shipments are being made, but arrangements for financing are not satisfactory, exporters demanding cash credits, which means that the money must be available in London on shipment being made. This importers have to pay for the goods before they see them. This means higher prices, but at the same time demand is not strong, and orders are being curtailed.

In shell—	Per lb.	
Almonds, Tarragona	0 17½	0 18
Brazils, medium, new	0 10¾	0 11
Brazils, large, washed, new	0 12½	0 13
Chestnuts, peck	1 75	1 90
Filberts, Sicily, new	0 14	0 15
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 10½	0 11
Peanuts, fancy, roasted	0 09½	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	....	0 17½
Walnuts, Bordeaux	....	0 18
Walnuts, Marbots	....	0 19
Shelled—		
Almonds	....	0 55
Filberts	....	0 27
Peanuts	0 10½	0 11½
Pecans	0 56	0 60
Walnuts	....	0 50

SYRUPS.—There is a fair business in syrups, although the cool weather has been deferred. Business should pick up materially from now on. Molasses also are beginning to move better.

Syrups—	Per case.	
2 lb. tins, 2 doz. in case	....	2 65
5 lb. tins, 1 doz. in case	....	3 00
10 lb. tins, ½ doz. in case	....	2 90
20 lb. tins, ¼ doz. in case	....	2 85
Barrels, per lb.	....	0 03¾
Half barrels, lb.	....	0 04
Quarter barrels, lb.	....	0 04¼
Pails, 38½ lbs. each	....	1 95
Pails, 25 lbs. each	....	1 40
Molasses, per gallon—		
New Orleans, barrels	0 26	0 28
New Orleans, half-barrels	0 28	0 30
West Indies, barrels	0 24	0 26
West Indies, half barrels	0 26	0 28
Barbadoes, fancy, barrels	0 45	0 48
Barbadoes, fancy, half barrels	0 47	0 51
Maple Syrup—Compound—		
Gallons, 6 to case	4 40	4 80
½ gals., 12 to case	4 70	5 40
¼ gals., 24 to case	4 70	5 40
Pints, 24 to case	2 50	3 00
Maple Syrup—Pure—		
5 gallon cans, 1 to case	6 45	6 60
Gallons, 6 to case	6 60	8 00
½ gallons, 12 to case	6 95	7 25
Quarts, 24 to case, in glass	7 00	7 25
Pints, 24 to case	4 00	5 90
Maple Sugar—		
Pure, per lb.	....	0 12½
Maple Cream Sugar—		
24 twin bars	....	1 80
40 and 48 twin bars	3 60	4 85
Maple butter, lb. tins, dozen	....	1 90

COFFEE.—Demand for coffees is only fair, following rapid action for a couple of weeks. Mochas and Javas are scarce, particularly the former, but for the most part there is no serious holding up of supplies on account of the bulk of Canadian shipments coming from South America.

Coffee, Roasted—		
Bogotas	0 25	0 30
Guatemala	0 26	0 32
Jamaica	0 24	0 28
Java	0 28	0 32
Maricaibo	0 25	0 30
Mexican	0 25	0 30
Mocha	0 30	0 34
Rio	....	0 22
Santos	0 22	0 26
Chicory, per lb.	0 10	0 13

CANNED GOODS.

TORONTO.—The British Columbia Packers' Association has announced new prices on salmon, which are, as predicted, 57c above those of a year ago. Already the Fraser River sockeye supply has been about sold out, and a start has been made on the late run sockeye. The prices are:

1 lbs. tall ..... $2.52½ doz.
1 lbs. flat ..... 2.72½ doz.
½ lbs. flat ..... 1.57½ doz.

Opinions in the trade are that the new prices on canned tomatoes to be announced about the 1st of October will be somewhat higher than a year ago. At the same time, it is believed that every effort will be made to keep the price down in view of the fact that the consuming public are not in a position to pay high prices under the existing conditions. The warm weather improved the tomato outlook considerably, but it must always be taken into consideration that an early frost will seriously injure the output.

It is expected that there will be a stronger demand than usual for the better class of Canadian canned peas on account of the French goods being out of

the market. Other lines of canned goods should be little affected one way or the other by the imports from France being cut off.

MANITOBA MARKETS.

WINNIPEG, Sept. 24.—There is a wider variety to price changes this week than for sometime past. The movement has been downward as well as upward, and such movement has been almost unheard of since early in August when war was declared.

SUGAR.—There was an advance of 50 cents on Tuesday. The market continues strong, and it is expected that there will be a further advance in the near future—that is when the refiners start using the higher priced raws for manufacture. Orders are still being curtailed by wholesalers to about half the quantity requested. This, of course, is due to the fact that their supplies are being held down to an almost impossible small point by the refiners.

	Per cwt. in sacks.
Sugar, Eastern—	
Extra standard granulated	6 70
Extra ground or icing	7 20
Powdered	7 00
Lumps, hard	7 65
Montreal yellow	6 30
Sugar, Western Ontario—	
Sacks, per 100 lbs.	7 10
Barrels, per cwt.	6 95
Halves, 50 lbs., per cwt.	6 10
Bales, 20 lbs., per cwt.	6 15
Powdered, barrels	6 40
Powdered, 50s	5 75
Powdered, 25s	7 05
Icing, barrels	6 70
Icing, 50s	6 95
Icing, 25s	7 10
Icing, pails	7 00
Cut loaf, barrels	6 80
Cut loaf, 50s	7 05
Cut loaf, 25s	7 30
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 60
5-lb. tins, 1 doz. to case, per case	4 00
10-lb. tins, ½ doz. to case, per case	3 75
20-lb. tins, 3 tins to case, per case	3 70
(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)	
Molasses—	Per gal.
Barbadoes	0 53
New Orleans	0 34
Maple Syrups—	Per case.
Imperial quarts, case, 2 doz.	5 40
Imperial ½ gals., 1 doz.	5 55
New, pure, ½ gal., case	9 00
New, pure, ½ gal., quarts, case 2 doz.	9 70
New, pure, quart bottles, case 2 doz.	9 75

DRIED FRUITS.—Currants at present are very scarce, and the shortness of the supply is being more felt daily. As a result prices have been advanced about 1c during the week. There is every prospect, however, that reasonable supplies will reach Winnipeg about October 1, and it is expected these will be sold at slightly reduced prices. One-lb. packages will likely be quoted at from 9¼ to 9½c and 2-lb. packages at 19c. New crop currants are not likely to arrive until about Nov. 1. Then, however, prices should be even lower than those quoted above, for the expected October shipment.

Apples, evaporated, new, 25s		0 11½
Apricots, choice, 25's		0 13¾
Apricots, choice, 10's		0 14⅞
Apricots, standard, 25's		0 13
Currants—		
Dry clean		0 10
Washed		0 10½
1 lb. package		0 12
2 lb. package		0 23¾
Vostizzas, 1 lb.		0 12½
Dates—		
Hallowi, loose, per lb.		0 06½
Hallowi, 1 lb. pkgs.		0 07¼
Fard dates, 12-lb. boxes		1 10
Peaches—		
Standard, 25-lb. boxes		0 06¾
Choice, 25-lb. boxes		0 07½
Choice, 10-lb. boxes		0 08½
Extra choice, 25-lb. boxes		0 08⅞
Prunes, in 25-lb. boxes—		
90 to 100		0 08¼
80 to 90		0 08⅞
70 to 80		0 09½
60 to 70		0 10
50 to 60		0 10¾
40 to 50		0 11⅝
Raisins, Valencias—		
Extra select Valencias, 28's, box		2 15
Raisins, Sultanas—		
California		0 09¾
Smyrnas	0 08	0 12½
Raisins, Muscatels—		
3 crown loose, 50's		0 08¼
3 crown, loose, 25's		0 08½
Choice, seeded, lb.		0 09¼
Extra fancy seeded, lb.		0 09¾
Raisins, Australians—		
Lexias, 56-lb. boxes		0 08½
12-oz. packages, fancy		0 07⅞
12-oz. packages, choice		0 07½

TEAS AND COFFEES.—Much the same condition obtains here as last week. Teas are steady at the old prices, due more to competition than to conditions on the primary market. Coffee remains steady, the primary market still being weak.

BEANS.—Another advance has been struck here, varying from 5 to 10c. Austrian hand picked are now quoted at $3,65, and Canadian hand picked at $3.60. The advance of course is due to the heavy demand for this product for army purposes. Rumors of wet weather having a somewhat harmful effect upon the coming crop has also tended to bring higher prices.

Beans—		
Austrian, hand picked		3 65
Canadian, hand picked		3 60
3 lbs. picker		3 40
Barley—		
Pot, per sack, 96 lbs.		3 60
Pearl, per sack, 98 lbs.		5 00
Peas—		
Split peas, sack, 98 lbs.	3 30	3 65
Whole peas, bushel		2 25

ALBERTA MARKETS.

By Wire.

Edmonton, Sept. 26.—The advancing sugar market, jobbers say, is quite justified by advances in raws. Higher prices are expected to prevail. It seems probable that the majority of winter import orders will be held up, as it is exceedingly difficult to get goods via Pacific owing to the Government withdrawing liners for transport purposes. There is a smaller trade in cereals owing to the extra heavy business last month. Canned goods are a bit slow, but fresh fruit is coming heavily. Owing to the Pacific situation, Austrian beans are off, and Ontario beans have advanced 20 cents. Lemons have dropped again.

Produce and Provisions—		
Butter, creamery, per lb.		0 26
Butter, dairy, No. 1, 21c; No. 2		0 16
Cheese, per lb.	0 16¼	0 17
Lard, pure, 3's, per case		7 50
Lard, pure, 5's, per case		7 45
Lard, pure, 10's, per case		7 40
Lard, pure, 20's, each		2 43
General—		
Beans, Ontario, per bushel	3 15	3 25
Beans, Austrian		3 35
Coffee, whole roasted, Rio	0 18½	0 20
Evaporated apples, 50's	0 11	0 11½
Potatoes, new, per bushel		0 45
Rolled oats, 20's		0 79
Rolled oats, bail		3 40
Flour, 98's, $3.55-$3.65; rolled oats, 80's		2 50
Rice, per cwt.		4 50
Sugar, standard, gran., per cwt.		7 90
Sugar, yellow, per cwt.		7 15
Canned Goods—		
Apples, gals,, case		1 85
Corn, standard, per two dozen		2 15
Peas, standard, 2 dozen		1 95
Plums, Lombard		2 20
Peaches		3 15
Strawberries, $4.70; raspberries		4 20
Tomatoes, standard, per dozen	2 45	2 65
Salmon, sockeye, 4 doz. talls, case, 1s		9 50
Cohoes, 1's, $7.25; humpbacks, 1's		4 50
Fruits—		
Lemons	7 00	8 00

SASKATCHEWAN MARKETS.

Regina, September 24 —(Special).—Business continues uninterrupted by the war, and as season advances, wholesalers, retailers, producers and consumers are all settling down. No changes have occurred in staple lines this week, although a report has been received from New York stating that raw sugar has declined somewhat on the New York market, and is now being quoted at about $5.90, as compared with $6.27 one week ago. This, dealers declare will not necessarily mean that the price of refined sugar will drop here, for our prices are still lower in comparison with those quoted on the New York market. It is thought, however, that the drop in the raw material will, if it continues, affect the refined sugar market at New York. Prices are being quoted on this year's crop of evaporated fruits from California. A drop of four cents is noted in apricots. Creamery butter is quoted at 30 cents, an advance of two cents over one week ago. Eggs are wholesaling at 25 cents per dozen.

Produce and Provisions—		
Butter, creamery, per lb.	0 29	0 30
Butter, dairy, No. 1		0 27
Cheese, per lb.	0 17⅞	0 18
Eggs, fresh, per doz.		0 25
Lard, 3's, per case		7 50
Lard, 5's, per case		7 45
Lard, 10's, per case		7 40
Lard, 20's, each		2 50
General—		
Beans, Ontario, per bushel		3 65
Coffee, whole roasted, Rio		0 22
Cream of tartar, lb.		0 52
Cocoanut, lb.		0 20½
Evap. apples, 50's		0 12½
Potatoes, new, per bushel		1 75
Rolled oats, 20's, 82c; 40's, $1.60; 80's		3 10
Rolled oats, bail of 80 lbs.		3 10
Flour, 98's,		3 45
Rice, per cwt.		4 50
Sugar, standard, gran., per cwt.		7 07
Sugar, yellow, per cwt.		6 67
Walnuts, shelled, 54c; almonds		0 53

NEW BRUNSWICK MARKETS.

(By wire.)

St. John, Sept. 24.—Business continues promising with local dealers. There has been no noticeable cessation and merchants do not expect any. Collections could no doubt be much better. A stronger hand has been put on credits on all sides and many "slow pays" have met with a refusal of renewals. Markets for most part are firm, but little changed. Flour and sugar are unchanged though both are firm. American pork is easier and lard is also lower, pure being 13¾ to 14c, and compound 11¼ to 11½c. Local competition has forced down prices. Cream tartar is now at 50 to 53c, with stocks scarce. Molasses are a shade higher. Potatoes being received in large quantities and have dropped to $1.25 to $1.35 barrel. Other vegetables are plentiful.

No Ships Now Available for Export of Flour

Government Has Taken Vessels for Transport of Troops—This and Lower Prices for Wheat Makes Domestic Situation Easier, Although Prices Are Upheld by Foreign Demand.

MONTREAL.

FLOUR.—Despite the drop which took place in the wheat market last week the price of flour was not affected, and since then the market has firmed. The big rush had the effect of emptying the mills, and most of them are behind with their orders. While export business has been slack since the war broke out, it is not unlikely that the inability to secure ships at Montreal may affect the market a little. A week ago, the Government took over all the ships in Montreal harbor, for the purpose, it is believed, of carrying troops to Europe. In the meantime, all export business is suspended. Prices remain the same, and as long as the wheat market goes up and down, it is unlikely that a change will take place.

	Per bbl.
Manitoba Wheat Flour—	
First patents	6 70
Second patents	6 20
Strong bakers'	6 00

Flour in cotton sacks, 10 cents per barrel more.

	Car lots.	Small lots.
Winter Wheat Flour—		
Fancy patents	6 35	6 60
90 per cent.	6 00	6 20
Straight roller	5 80	6 00
Blended flour	5 85	6 35

CEREALS.—A check seems to have taken place in the advance in the price of oats. Rolled oats, 90s are still quoted at 3.02½, and oat meal ten per cent. more. Business is a shade quieter, due to the overloading which took place last month. Oats are cheaper, but rolled oats are the same. It is believed that by the first of next month a change downward will have taken place. It will be easier to predict when the new oat crop arrives here.

	Per 96-lb. sack.	
Cornmeal—		
Kiln dried	2 45	2 75
Softer grades	2 20	2 35
Rolled Oats—	90's in jute.	
Small lots	3 12½	3 50
25 bags or more	3 02½	....

Rolled oats in cotton sacks, 5 cents more.

Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.

	100-lb.	bbls.
Rolled Wheat—		
Small lots	....	3 50
Hominy, per 98-lb. sack	....	2 70

MILL FEEDS.—Feeds, bran, and shorts are all firm, and the demand is big. It was so big last week, some of the mills were unable to cope with it.

	Car lots,	per ton
Mill Feeds—		
Bran	....	25 00
Shorts	....	27 00
Middlings	29 00	30 00
Wheat moulee	....	30 00
Feed flour	35 00	38 00
Mixed chop, ton	....	38 00
Crushed oats, ton	....	36 00
Barley, pot, 98 lbs.	3 00	4 00
Oats, chop, ton	....	36 00
Barley chop, ton	....	36 00

TORONTO.

FLOUR.—With the millers catching up in their domestic orders, with wheat weaker and with the present demand quiet after the first war flurry, the flour situation tends to be easier, although there are no changes in the prices. On the other hand a strengthening factor is that there continues to be a strong demand in England and so long as this lasts the prices may be expected to maintain their level. Very soon the millers will have to depend on this export demand and so long as it continues there may be little change expected. Much will depend upon the war developments and prospects regarding the length of campaign. An interesting feature of the export business is that while there is buying by exporters the fact remains that during the week there was an increase in contents of the elevators at Fort William of between six and seven million bushels. This is taken by some dealers to indicate that speculative influences are at work and that exporters when they sell a bushel of wheat buy two more with the idea of getting something like a corner on the market in the hope of higher prices with a continuance of the war. Altogether the market is uncertain and changes may be looked for at any moment.

	Small lots. per bbl.	Car lots. per bbl.
Manitoba Wheat Flour—		
First patent	6 80	6 60
Second patent	6 30	6 10
Strong bakers	6 10	5 90

Flour in cotton sacks, 10c per bbl. more.

	Small lots. per bbl.	Car lots. per bbl.
Winter Wheat Flour—		
Fancy patents	6 50	6 30
90 per cent.	5 10	4 90
Straight roller	5 00	4 80
Blended flour	6 35	4 95

CEREALS.—Reports indicate prices continuing firm, although business is comparatively quiet on expected reaction after first war buying flurry. Cash prices for oats continue pretty firm although there is some easiness in futures.

Barley, pearl, 98 lbs.	....	5 00
Buckwheat grits, 98 lbs.	5 50	6 00
Corn flour, 98 lbs.	2 50	3 00
Cornmeal, yellow, 98 lbs.	2 65	2 75
Graham flour, 98 lbs.	3 00	3 30
Hominy, granulated, 98 lbs.	....	3 00
Hominy, pearl, 98 lbs.	....	3 00
Oatmeal, standard, 98 lbs.	....	3 63
Oatmeal, granulated, 98 lbs.	....	3 63
Peas, Canadian, boiling, bush.	....	3 00
Peas, split, 98 lbs.	....	5 00
Rolled oats, 90-lb. bags	3 50	3 70
Rolled wheat, 100-lb. bbl.	3 80	4 00
Rye flour, 98 lbs.	....	3 60
Wheatlets, 98 lbs.	....	4 00
Whole wheat flour, 98 lbs.	....	4 00

MILL FEEDS.—For the season there is abnormally good pasture. Warm weather following heavy rains brought on conditions which eased up demand for mill feeds very materially. Result is that while shorts are still pretty firm there is a noticeable weakness for bran and price has dropped a dollar.

	Mixed cars,	per ton
Mill Feeds—		
Bran	24 00	26 00
Shorts	27 00	29 00
Middlings	29 00	31 00
Wheat moulee	....	30 00
Feed flour, per bag	....	1 0

WINNIPEG.

FLOUR AND CEREALS.—No price change whatever has come in flour or in cereals during the week, and while it is impossible to tell with any certainty what the future will bring, there seems a likelihood that prices will hold steady for sometime. Wheat has been fluctuating on the market, but this is a usual occurrence and millers are not following any small changes.

A drop in the price of wheat last week had the effect of causing some farmers to put their crop in the elevators instead of marketing it. This is a usual condition, however, every year a small percentage of the farmers hold back their crop in the hope of getting better prices. The obligations of many, however, prevent them taking such action.

On the whole wheat is coming in satisfactorily. The bank clearings show clearly that more has been marketed to date than to the corresponding date last year. All these things suggest steady prices.

	Per bbl.
Manitoba Wheat Flour—	
First patents	6 40
Second patents	5 80
Strong bakers'	5 10
Cereals—	
Rolled oats, per 80 lbs.	2 80
Oatmeal, fine, standard and gran'd, 98 lbs	2 80

STRICT EYE ON CREDITS.

Brantford, Ont., Sept. 23.—At the regular monthly meeting of the Grocers' and Butchers' Association held last week the matter of giving credit was again discussed. Some of the merchants say that while some of their customers are trying to pay up, many are expecting the same amount of goods and credit as in good times when there was plenty of work and they were earning full wages. The grocers were unanimous in saying that they could not and will not continue to give much credit, as it is impossible for the average merchant to carry them any further, as their own credit is limited. The merchants realize that times are not of the best, yet they do not pretend to be a charity organization, and cannot see any reason why they should be expected to hand out their goods without being paid for them, as they certainly have to pay for all the goods they get.

George W. Brittain, member of the retail grocery firm of E. T. Brittain & Sons, Toronto, died last week.

Hot Weather Hindered Preserving Sales

Noticeable Falling Off in Demand for Fruits and Vegetables Used for Preserving and Pickling During Hot Days—Cranberries Plentiful—Peaches Are About Done.

MONTREAL.

FRUIT.—At the fruit auction held on Monday, price of fruit was low, owing to the absence of Jewish merchants, who were celebrating New Year's Day. California peaches went as low as 80c box, Tokay grapes, $2.75, crate; pears 2.75 box, average price for apples, $1.75-3.00 per bbl. Niagara grapes are in big demand for table use, and are cheap, selling as low as 19c per basket of 6 lbs. No baskets of peaches were offered, and Canadian peaches will be off the market shortly. Duchess apples have practically disappeared. Farmers are refusing to ship apples at the prevailing prices. Lemons are away down, Verdellis selling as low as $3. They have not been selling well, but the heat this week will help the sale. Cantaloupes and water melons are nearly off, and Western melons are arriving worth 1.50 crate.

Apples—		
Peach	....	2 75
Wealthies, No. 1	....	3 00
St. Lawrence, No. 1	....	3 50
Wolf River	....	3 00
Dutchess, bbl.	2 50	3 00
Bananas, crate	2 00	2 50
Cranberries, bbl.	....	7 50
Grapefruit, 54-64-80-96 size, case	3 50	5 00
Grapes, Cal., box	....	2 75
Grapes, Can., small basket	....	0 19
Lemons, Messinas—		
Extra fancy, 300 size	3 00	4 00
Limes, small hoxes	....	1 25
Oranges—		
California, late Valencia, 176-200-216-250	....	3 50
California, 126-150 size, box	....	3 50
California, 5-box lots	....	3 25
California cantaloupes, per crate of about 45	....	4 50
Watermelons, Western, crate	....	1 50
Peaches, per hox	1 40	1 50
Plums, per crate	1 50	1 75
Plums, Canadian, basket	0 50	0 75
Peaches, Canadian, basket	....	1 00
Pears, basket	0 60	0 90
Pears, Cal., box	3 25	3 50
Pears, Tokay, hox	....	2 75

VEGETABLES.—Wax and green beans are selling as low as 65c per bag of 17-20 lbs. They will last a little longer, and might be cheaper. The late bean crop is expected this week. Beets, turnips and carrots are worth 75c a bag. Corn brings 10 to 18 cents, and is expected to be a little dearer next week. Cauliflower season is on. They are plentiful and cheap, bringing 75-1.50 doz. Good cucumbers are selling for 15-20c, and are cheap, some having been bought at 25 to 30c a bag. Preserving cucumbers are bringing 20c per doz. Celery is arriving in good quality and quantity. Head lettuee will go up, good lettuce being scarce; will soon be arriving direct from Boston. Spanish onions getting cheap, now being worth 3.00 a case; red 2.00 per 100 lbs. Parsley sells as low as 10c, but good stuff brings 15c. Green peppers are cheaper than a week ago. Sweet potatoes slightly easier, 1.50 per hamper. Rhubarb getting scarce, and sells easily. Montreal tomatoes plentiful, bringing 50c case.

Beans, wax and green bag	0 17	0 20
New heets, hag	....	0 75
Cabhage, per dozen	0 25	0 50
Corn, dozcn	0 10	0 18
Carrots, bag	....	0 75
Cauliflower	0 75	1 50
Cucumbers, dozeu	....	0 10
Celery, bunch	0 50	1 00
Egg plant, per dozeu	0 35	0 50
Lettuce, head, per doz.	....	0 40
Curly lettuce, per doz.	....	0 20
Mushrooms, lb.	0 30	0 40
Onions—		
Spanish, per crate	....	3 00
Spanish, in crates	....	1 25
Native, per doz. bunches	....	0 50
Red, 100-lb. hags	....	2 00
Parsuips, bag	....	1 00
Parsley, doz. hunches	....	0 15
Peppers, green, 3½ qt. hasket	....	0 50
Potatoes—		
Montreal, new, hag	0 75	1 00
Potatoes, new, sweet, Jersey, hpr.	....	1 50
Rhuharb, dozeu	....	0 40
Spinach, Montreal, in hoxes	....	0 50
Turnips, bag	....	0 75
Tomatoes, Ontario, basket	....	0 50
Tomatoes, Montreal, hox	....	0 50

TORONTO.

FRUIT.—Summer weather in the preserving and pickling season had a very unfavorable effect upon the fruit market and the buying was unusually light for the time of the year. It was emphatically evident that the housewife does not like working over a preserving fire while the temperature is getting up towards the nineties. Fall fruits were in good supply. Cranberries are now plentiful at $7, and there will be a big crop both of the Cape Cods and the Jerseys. Some very attractive pines from the Azores have been received and are bringing fancy prices. Lemons are even cheaper at present than before the war. This is the hard month of the year for lemons with a falling off in the demand and a big range in the quality. Higher prices may be expected in October. Oranges are continuing at easy prices. Cantaloupes are getting a little dearer. Grapes are coming very plentifully and at satisfactory prices. The Canadian peaches of which there was a very short crop are about off the market.

Apples—		
Canadian, basket	0 15	0 20
Crab, hasket	0 20	0 25
Dutchess	0 25	0 30
Bananas, per bunch	1 50	2 00
Cantaloupes—		
Canadian, 11-qt. basket	0 25	0 35
Bushel basket	0 50	0 75
Cocoanuts, sack	....	3 75
Cranberries	....	7 00
Grapes—		
Moore's Early, 6-qt. bkts.	....	0 25
Tokays	....	2 00
Oranges—		
California, late Valencias	2 75	3 25
Lemons, Verdilla	4 25	5 00
Limes, per 100	....	1 25
Plums	0 35	0 60
11 qt. baskets	0 65	0 85
6 qt. baskets	0 35	0 40
Pears—		
Bartletts, basket	0 50	0 75
Clapps Favorite	0 40	0 50
Flemish Beauties, basket	....	0 40
Keefers, basket	0 20	0 30
Peaches, Can., extra fancy	1 25	1 40
Peaches, Colorado, box	....	1 00
Pineapples, Azore, case 10	3 50	4 50
Watermelons	0 25	0 40

VEGETABLES.—Vegetables which usually sell at this time of the year for pickling have been in poor demand on account of the hot weather. In other lines there is a fair business. Tomatoes are getting a trifle dearer and sweet potatoes are somewhat cheaper. Canadian potatoes will be a good crop following the rains which came just in time to materially improve the situation. The price may be expected to get smaller in about a week. Cauliflower, egg plant and water-eress are some of the offerings to vary the program.

Beets, Canadian, hag	....	0 75
Beans, Canadian, basket	0 25	0 35
Cabhage, Canadian, case	1 00	1 25
Carrots, bag	....	0 75
Cauliflower, doz.	....	1 50
Egg Plant, 11 qt. hasket	0 25	0 35
Cucumhers—		
Slicing	....	0 20
Medium pickling sizes	0 35	0 75
Gherkins	1 00	1 25
Celery, doz.	0 35	0 60
Corn, per doz.	0 06	0 08
Mushrooms, per lb.	0 60	0 75
Water Cress, 11 qt. basket	....	0 50
Onions—		
Spanish, big crate	....	3 60
Can., 75-lb. bags	....	1 50
Green peppers, basket	0 40	0 50
Red peppers	0 75	1 00
Potatoes, Canadian, per bag	0 85	0 90
Parsley, basket, 11-qt.	0 30	0 35
Tomatoes, Canadian, basket	0 20	0 30
Turnips, bag	....	0 50
Sweet potatoes, hamper	1 50	1 75

WINNIPEG.

FRUITS.—In some lines the market has been flooded during the week, bananas, for instance, selling away down. The situation here, however, has now steadied. Generally there is a downward tendency to prices. Washington apples are being quoted at $1.25. Lemons, California, are down to $8 and California oranges have dropped further to $3.50. Grapes also are quoted on a much lower basis, Tokays moving at $2.50 and Ontario basket grapes selling at 30c.

The question of cost of getting goods is not solely responsible for prices at the present time. The need for economy which many are feeling, makes it impossible for them to buy any expensive fruits, and that their stocks may move and not rot on their hands, wholesalers have been forced to put the price of some lines lower than their proper level. Other lines, such as grapes, have dropped naturally, the supply being more plentiful.

Apples—		
Washington	....	1 25
Apples, hhls.	....	4 00
Crah Apples	....	1 35
Bananas, lb.	....	0 04½
Lemons—		
California	....	8 00
Messina	....	8 00
Oranges—		
California Valencia's	....	3 50
Peaches, Fresh California	....	0 90
Plums, Fresh B.C.	....	0 90
Pears	2 75	3 00
Grapes, Ontario, basket	....	0 30
Cal. Tokays	....	2 50

VEGETABLES.—Outside of the arrival of one or two new lines this market is without any feature. During the week sweet potatoes were received from New Jersey and are being quoted at $4.75. B.C. eelery has come upon the market. Present quotations being 7c per lb.

Head lettucc, Minnesota, hampers	....	3 50
Head lettuce, Cal., crate	....	4 50
Onions—		
Cal., 100-lb. sacks	2 25	2 50
Parsley, per doz. bunches	....	0 40
New potatoes, per bush.	....	1 20
Sweet potatoes	....	4 75
Tomatoes, Ont., basket	....	0 40

Exports Held Up and Prices Are Easier

Action of Government in Taking Boats for Special Service Has Effect in Produce Market—Cheese and Butter Easier, But Eggs Are Firm—Hogs Easier and Provision Business Quiet.

MONTREAL.

PROVISIONS.—Bacon is a little firmer owing to the large supplies being supplied to the troopships which are now being held in Montreal harbor. It is being quoted at 19-20. The local demand, however, has been rather small, though this spell of warmer weather may stimulate things. Lard is enjoying a limited sale.

Hams—	Per lb.	
Medium, per lb.	0 19	0 20
Large, per lb.	0 18½	0 19
Backs—		
Plain, bone in	....	0 24
Light, per lb.	....	0 22
Boneless	....	0 26
Peameal	....	0 27
Bacon—		
Breakfast, per lb.	0 19	0 20
Roll	....	0 17
Shoulders, bone in	....	0 15
Shoulders, boneless	....	0 16½
Cooked Meats—		
Hams, boiled, per lb.	....	0 29
Hams, roast, per lb.	....	0 29
Shoulders, boiled	....	0 27
Shoulders, roasted	....	0 28
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	....	0 15½
Long clear bacon, 80-100 lbs.	....	0 14½
Flanks, bone in, not smoked	....	0 15½
Barrelled Pork—	Per bbl.	
Heavy short cut mess	....	0 32
Heavy short cut clear	....	0 32
Clear fat pork	....	31 00
Clear pork	....	30 00
Lard, Pure—	Per lb.	
Tierces, 350 lbs., net	....	0 13¾
Tubs, 50 lbs. net	....	0 14½
Boxes, 50 lbs. net	....	0 14
Pails, wood, 20 lbs. gross	....	0 14¼
Pails, tin, 20 lbs. gross	....	0 13¾
Cases, 10-lb. tins, 60 in case	....	0 14½
Cases, 3 and 5-lb. tins, 60 in case	....	0 14¾
Bricks, 1 lb., each	....	0 15
Lard, Compound—		
Tierces, 375 lbs., net	....	0 10¾
Tubs, 50 lbs., net	....	0 11
Boxes, 50 lbs., net	....	0 11
Pails, wood, 20 lbs., net	....	0 11¼
Pails, tin, 20 lbs., gross	....	0 11¼
Cases, 10-lb. tins, 60 in case	....	0 12
Cases, 3 and 5-lb. tins, 60 in case	....	0 12
Bricks, 1 lb. each	....	0 13
Hogs—	Per cwt.	
Dressed, abattoir killed	14 00	14 50

BUTTER.—Owing to export business being interrupted due to all ships having been taken over by the government presumably for carrying troops, the the market has been decidedly easier during the past week.

Butter—		
Finest creamery, new milk	0 29	0 30
Dairy butter	0 23	0 24

CHEESE.—Market has declined for the same reason as butter—that ships for export purposes cannot be secured. The market will be easier next week if ships are not secured in the meantime. The main factor is the British market. Demand locally small, and little going West.

Cheese—		
New make	0 16	0 16½
Old specials, per lb.	....	0 18
Stilton	....	0 18

EGGS.—Market very quiet, as is usual at this time of the year. Presumably the shortage of ships for export is also having its effect on this market.

Eggs, case lots—		
New laids	....	0 32
Selects	....	0 30
No. 1s	....	0 25
Splits	0 20	0 22

HONEY.—Reported that Quebec crop good, but this does not count for much when the crop in Ontario has been a failure. New crop except in combs has not yet arrived, but is being offered. Price is fairly firm. Supplies of old honey sufficient to supply present demand.

	White Clover per lb.	Buckwheat per lb.
Honey—		
Barrels	0 11½	0 08
Tins, 60 lbs.	0 12	0 09
Tins, 30 lbs.	0 12½	0 10
Tins, 5 and 10 lbs.	0 12½	0 10
Comb, 13-14 oz. section	0 19—0 20	0 15—0 16

TORONTO.

PROVISIONS.—Although there is a further easing of prices in hog market and demand for meats is not strong prices remain unchanged although the tendency is somewhat easier.

Hams—		
Light, per lb.	0 20	0 20½
Medium, per lb.	0 20	0 20½
Large, per lb.	0 18	0 19
Backs—		
Backs, per lb.	0 24	0 25
Boneless, per lb.	0 25	0 26
Pea meal, per lb.	0 25	0 26
Bacon—		
Breakfast, per lb.	0 20½	0 21
Roll, per lb.	0 15½	0 16
Shoulders, per lb.	0 14½	0 15
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 14¾	0 15
Cooked Meats—		
Hams, boiled, per lb.	0 28½	0 29
Hams, roast, per lb.	0 27	0 28
Shoulders, boiled, per lb.	0 23	0 24
Shoulders, roast, per lb.	0 23	0 24
Barrelled Pork—		
Heavy mess pork, per bbl.	26 00	28 00
Short cut, per bbl.	30 00	32 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 12¾	0 13¼
Tubs, 60 lbs.	0 13	0 13¼
Pails,	0 13½	0 13¾
Tins, 3 and 5 lbs., per lb.	0 13¾	0 14¼
Bricks, 1 lb., per lb.	0 14½	0 15¼
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09¾	0 10¼
Tubs, 50 lbs., per lb.	0 10	0 10½
Pails, 20 lbs., per lb.	0 10¼	0 11
Hogs—		
F.O.B., live, per cwt.	....	8 90
Live, fed and watered, per cwt.	....	9 25
Dressed, per cwt.	14 00	14 25

BUTTER.—Despite continued easiness in this market and falling prices at outside points the prices hold in Toronto although there is a much easier feeling. Fact that there is nothing being done in export is no doubt a factor. In country where butter was being held a few weeks ago there is to-day a tendency to sell freely where there is a demand but the latter is often lacking. Lower prices seem likely.

Butter—		
Creamery prints, fresh made	0 30	0 31
Separator prints	0 27	0 29
Dairy prints, choice	0 26	0 27
Dairy, solids	0 22	0 24
Bakers	0 18	0 20

CHEESE.—With export business cut off on account of action of government in taking charge of boats, market is in a very uncertain state. During week a raise of 1c lb. took place but the strength was only temporary and quotations quickly receded to old level. What developments of next few weeks may be is difficult to foretell.

Cheese—		
Old, large	0 17	0 17¼
Old, twins	0 17¼	0 17½
New, large	0 15¾	0 16
New, twins	0 16	0 16¼

EGGS.—Outside influences do not seem to affect this market and prices are even firmer than a week ago despite weakness at outside points. Some dealers quote 32c for new laid in cartons, 31c for selects and 23c for trades.

Eggs, case lots—	Per dozen.	
Strictly new laid in cartons	0 30	0 31
Selects	0 29	0 30
Straights	0 26	0 27
Trade eggs	0 21	0 22

POULTRY.—The outlook in the poultry business is anything but bright. Farmers find feed high and the demand is very weak on account of people taking few "luxuries." Then, too, frozen stocks are heavy and packers are trying to get rid of this supply. Jewish holidays made good business last week and more festivities about the end of the month should help at that. Poultry is now getting to the basis where it ceases to be a luxury but is rather a reasonably priced food.

	Live.	Dressed.
Fresh Stock—		
Fowl	0 08—0 10	0 14
Spring chicken, lb.	0 11	0 13
Turkeys, young	**0 15**	**0 18**
Turkeys, old Tom	**0 13**	**0 15**
Ducklings	0 08—0 10	0 14

WINNIPEG.

PROVISIONS.—The general tone of the market is strong and business is reported good. There has been no change in cured meats and lard is steady at the advanced prices, quoted last week.

Cured Meats—		
Hams, per lb.	....	0 22
Shoulders, per lb.	....	0 15
Bacon, per lb.	....	0 25
Long clear, D.S., per lb.	....	0 14
Mess pork, bbl.	....	28 00
Lard—		
Tierces	....	0 11½
Tubs, 60s	....	7 05
Pails, 20s	....	2 42
Cases, 5s	....	6 97
Cases, 3s	....	7 05

BUTTER.—While prices are steady there is a tendency upwards and a slight advance may be struck within the week. Supplies on the whole are satisfactory.

Butter—		
Creamery, Manitoba	....	0 29
Dairy	0 19	0 24
Cooking	0 12	0 16

CHEESE.—The high prices have brought out good supply of cheese. Orders too are large, and it does not seem likely that there will be an immediate change here.

Cheese—		
New, large	....	0 16½
New twins	....	0 17

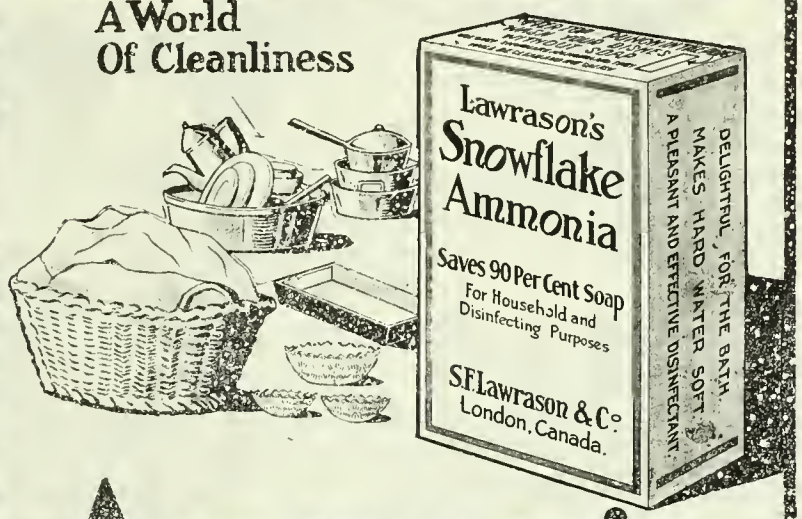
EGGS.—Again there has been an advance of 1c. The quality of eggs being received is high, but the supplies are not as large as could be desired.

Made in Canada

Made in Canada

Lawrason's Snowflake Ammonia

A World Of Cleanliness



MADE IN CANADA

Cleanses and sterilizes
Saves the average family
$5 to $10 a year

ORDER TO-DAY DELIVERY GUARANTEED

THE HIGH QUALITY IS GUARANTEED

War will not effect the cleansing power of Snowflake

(—nor yet delivery)

Every package of Lawrason's Snowflake Ammonia ordered between now and the middle of next July will be shipped promptly.

Though, like most manufacturers, we did not anticipate the European war, which has cut off a great deal of raw materials as well as finished products, we are well prepared for such an emergency.

Following our policy of keeping on hand a large quantity of raw materials at all times, we now have a stock which will ensure prompt delivery of all orders for nearly a year without depreciating in any way the high quality that has made Lawrason's Ammonia the most popular household cleanser of Canada.

Plan an increased business for Snowflake Ammonia. Order your supply now. We have a special co-operative plan which should interest you. Ask about it.

S. F. LAWRASON & CO.
LONDON, ONT.

War and Weather Factors in the Fish Market

Hot Spell Interfered With Fall Demand for Smoked Varieties And For Oysters—Smoked Fish Cheaper on Account of War Interfering With Export Trade—Live Lobsters Up 3c Lb.

MONTREAL.

FISH AND OYSTERS.—Halibut, haddock, and steak cod are all a cent higher. Brook trout is easier at 28c, and only few selling. Smoked eels off the market. Halibut was searee last week, but the usual supply eame to hand this week. It usually is up at this time of the year, and with haddoek is enjoying the best demand. Big quanties of dore and pike sold for the Jewish New Year festival. A few frozen halibut sold last week while the fresh were searee. Pickled Labrador salmon will be cheaper this year. Labrador herrings half bbls. down to $3.25. Dried codfish, hake, and polloek, which are usually shipped in large quantities to West Indies from Gaspe, eannot be shipped this year, owing to the war, and are being brought into this market, where the demand is not big; eonsequently the priee is down.

Cape Cod shell oysters are now coming in by freight instead of by express, whieh makes a differenee in price of $3 per bbl. They are now quoted at $9. The warm weather of the past two days is holding back this business, but it is expected to be in full swing by the end of the month. Live lobsters advaneed 3c lb. this week, owing to searcity.

TORONTO.

FISH AND OYSTERS.—Unseasonably hot weather had effeet of deferring fall improvement in fish business and result is that while there is a fair volume passing in the fresh lines as there has been all summer there is very little demand for the salt or smoked lines. In the latter weather was a great handicap for it is not feasible to handle them on ice and otherwise the temperature was much too high. Prices remain unchanged for the time being.

Hot weather has also interfered with the oyster business whieh should be beginning to get brisk at this season and the demand is weak. It looks as though there would have to be some eduеative work done this season to bring home to the consumers the faet that oysters are not a luxury but a eomparatively reasonably priced food.

FRESH FISH.

	Montreal	Toronto
Halibut, fancy, express, per lb.	0 12	0 12
Haddock, fancy, express, lb.	0 06	0 07
Steak cod, fancy, express, lb.	0 08	0 08
Market cod, per lb.	0 05	....
Flounders, fancy, express, lb.	0 07	0 08
Gaspe salmon, per lb.	0 17	....
B. C. salmon	0 16	0 18
Chilled salmon	0 15	....
Dressed bullheads, per lb.	0 10	0 10
Brook trout, per lb.	....	0 28
Whitefish, per lb.	0 12	0 12
Lake trout, per lb.	0 12	0 12
Bluefish, per lb.	0 12	0 12
Herrings, per 100 count	4 00	....
Herring, lb.	0 08	....
Dore, per lb.	0 12	0 12
Mackerel, per lb.	0 10	....
Swordfish	0 11	0 12
Striped bass, per lb.	0 15	0 15
Pike, per lb.	0 08	0 08
Perch, per lb.	0 05	0 07
Sea bass, lb.	0 08	....
Carp	0 08	....
Eels	0 08	0 10

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb.	.09	.08
Haddies, 15-lb. and 30-lb. boxes, lb.	.07½-.08	.08-.09
Haddies, fillets, per lb.	.11	.12
Haddies, Niobe, boneless, per lb.	.10	...
Herring, Ciscoe,	1.80	...
St. John bloaters, 100 in box.	1.20	1.20
Yarmouth bloaters, 60 in box	1.20	1.20
Smoked herrings, medium, box	.16	...
Smoked boneless herrings, 10-lb. box.	1.20	...
Kippered herrings, selected, 60 in box.	1.20	1.25
Smoked salmon, per lb.	.25	.23
Kippered herrings, ordinary, 60 in box.	1.10	1.20
Ciscoe herrings, basket of 15 lbs.	1.75	1.80
Smoked halibut	....	.20

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspe, large, per lb.	.....	.12
Red, steel heads, per lb.	.12-.13	.12-.13
Red, sockeyes, per lb.	.10-.11	.11
Red, Cohoes or silvers, lb.	.10	.11
Pale, qualla, dressed, per lb.	.07-.07½	.08½
Pale, qualla, dressed, per lb.	.07-.07½	.06½-.09
Halibut, white western, large and medium, per lb.	.07¼-.08	.09
Halibut, eastern chicken and medium, per lb.	.09	...
Mackerel, bloater, per lb.	.07-.08	.09
Haddock, medium and large, lb.	.05½-.06	.07-.08
Market codfish, per lb.	.05-.05½	.07-.08
Steak codfish, per lb.	.06½-.07	.09
Canadian soles, per lb.	.08	...
Blue fish, per lb.	.16-.17	.15

FROZEN—LAKE AND RIVER.

	Montreal	Toronto
White fish, large, per lb.	.10-.11	.10-.11
White fish, small tulibees, per lb.	.06½-.07	.06½
Lake trout, large and medium, lb.	.11-.12	.12
Dore, dress or round, lb.	.09-.10	.09-.10
Pike, dressed and headless, lb.	.06½-.07	.06
Pike, round, per lb.	.06-.06½	.07-.08

PICKLED FISH.

Salmon, Labrador, tierces, 300 lb.	21 00	....
Salmon, Labrador, bbls., 200 lbs.	14 00	....
Salmon, Labrador, half bbls., 100 lbs.	8 00	....
Salmon, B.C., bbls.	15 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lb.	12 00	....
Sea trout, Labrador, bbls., 200 lb.	11 50	....
Sea trout, Labrador, half bbls., 200 lb.	6 50	....
Mackerel, N.S., bbls., 200 lb.	12 00	....
Mackerel, N.S., half bbls., 100 lb.	7 00	....
Mackerel, N.S., pails, 20 lb.	1 75	....
Herrings, Labrador, bbls.	6 00	....
Herrings, Labrador, half bbls.	3 25	....
Herrings, Nova Scotia, bbls.	6 00	....
Herrings, Nova Scotia, half bbls.	3 25	....
Lake trout, half bbls.	....	8 00
Quebec sardines, bbls.	5 00	....
Quebec sardines, half bbls.	2 75	....
Tonges and sounds, per lb.	0 10	....
Scotch herrings, imported, half bbls.	8 00	....
Holland herrings, imp'ted milkers, hf bbls	7 00	....
Holland herrings, imp'ted milkers, kegs.	0 85	....
Holland herrings, mixed, half bbls.	7 00	....
Holland herrings, mixed, kegs	0 75	0 65
Lochfyne herrings, box	1 35	....

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb.	7 00	7 50
Dried hake, medium and large, 100 lb.	6 50	....
Dried pollock, medium and large, 100 lb.	6 50	....
Dressed or skinless codfish, 100-lb. case.	7 50	....
Boneless codfish, 2-lb. blocks, 20-lb. bxs, per lb.	0 08	0 08
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 30-lb. boxes	0 10	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, ½-lb. each, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standards, solid meats, gal.	1 80	....
Standards, ordinary, gal.	1 50	....
Selects, per gal.	2 00	....
Best clams, imp. gallon	1 50	....
Best scollops, imp. gallon	2 00	....
Best prawns, imp. gallon	2 00	....
Best shrimps, imp. gallon	2 25	....
Sealed, best standards, quart cans, each	0 35	....
Sealed, best select, quart cans, each	0 45	....

OYSTERS, CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Oysters, per gal.	1 65	2 10
Cape Cod shell oysters, per bbl.	9 00	....
Malpeque, shell oysters, selected J.A.P., per bbl.	10 00	....
Malpeque, shell oysters, C.C.I., bbl.	12 00	....
Clams, per bbl.	7 00	....
Mussels, per bbl.	6 00	....
Live lobsters, medium and large, lb.	0 20	....
Boiled lobsters, medium and large, lb.	0 16	....
Soft shelled crabs, doz.	....	....
Winkles, bush.	....	....
Little Necks, per 100	....	....

CRITICIZES CLERK'S SALE.

Editor of the Canadian Grocer:

Dear Sir,—In glancing over your eolumns of August 14th, page 37, I noticed in the Clerks' Department an artiele headed "A Resourceful Clerk." While I am heartily in aceord with the first paragraph, for I eonsider a elerk is not up to his business, unless able to explain to his eustomer the advantage she would have by purehasing an artiele she was not looking for, I must say that I eannot feel the same toward the seeond paragraph, with referenee to the elerk's actions in eliminating the three-for-a-quarter priee.

I consider that the elerk is working under a wrong principle. For instanee, if it were in my ease that my wife was trading at that store and the elerk took advantage of her to make the larger sale merely explaining that she would have an extra tin if one was not enough, I should feel inclined to try another store. I eonsider that nothing more or less than suggesting that she was incapable of knowing her own requirements. And in many eases he would have been told so by his eustomer.

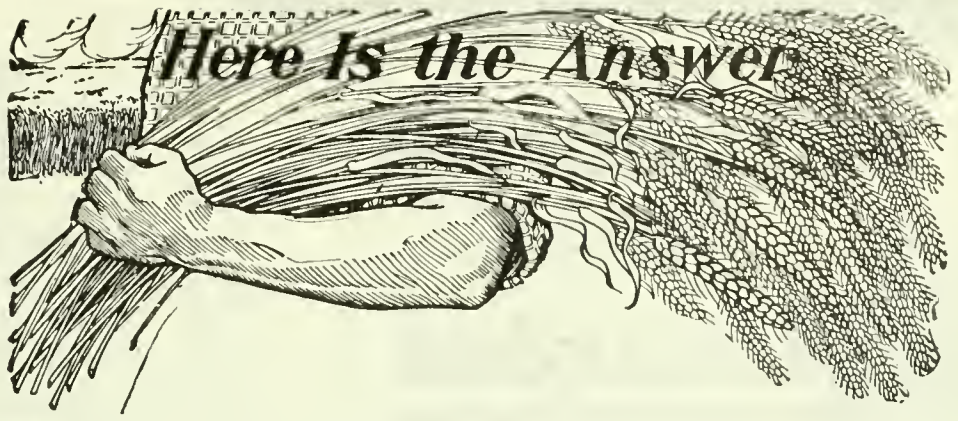
I think it would be much better to be straightforward in the matter and above board in all eases, by merely explaining (if sueh were the ease) that factory prices were holding much firmer, and a further advanee was daily expeeted, whieh prevented goods of that nature being sold at 3 for a quarter. As in many eases if one were not enough two would be too much, and the balanee would be a loss to the eustomer. Two for 20 eents would not benefit the eustomer financially the point she was trying to attain, and on diseovery of such would only tend to make her feel that sueh a elerk outwitted her for once.

Any merehant who would eonsider a elerk smart under such conditions ought to be watched very elosely.

Why not say 2 for 18 or 19, which would not teach the elerk deception, or explain that 10 cents per tin was the lowest they eould be sold for?

A REGULAR SUBSCRIBER.

What will keep the wheels of business going?



The good crop returns of Western Canada mean a supply of ready cash, and a steady demand for manufactured products. Despite the European crisis, business conditions are improving and wide-awake manufacturers are finding it profitable to get their lines into the vast Western market.

We are prepared to sell goods for direct shipment to the wholesale trade, or to carry stocks on consignment. Seven large track warehouses right in the great distributing centres, and our staff of efficient salesmen who make daily calls, will keep your lines prominently before the trade from Lake Superior to the Pacific. We have the knowledge of conditions, the experience, the facilities, the connection and the financial standing to handle successfully your particular lines.

For terms and particulars write.

Nicholson & Bain, Wholesale Commission Merchants and Brokers **Winnipeg, Man.**

Branches: Regina, Saskatoon, Edmonton, Calgary, Lethbridge, Vancouver

A tip on the side, Mr. Grocer

Did it ever occur to you that you can make more money selling Malcolm's lines of Condensed Milk and Condensed Coffee than any other line on the market? Malcolm's lines of Milk and Coffee are making new and satisfied customers every day. For quality and deliciousness they are unsurpassed. Our Condensed Coffee, with milk and sugar added ready for use, is a seller from the start. No other brand can equal it for flavor.

PRICES:

St. George Brand Coffee, 2 doz. in case	$4.80
St. George Evaporated Milk, 4 doz. in case	3.60
Banner Condensed Milk, 4 doz. in case	5.25
Princess Condensed Milk, 4 doz. in case	4.50
Premier Machine Skimmed, 4 doz. in case	3.80

Order them from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax. We will prepay freight up to 50c. per 100 lbs.

Malcolm's Condensing Co.

St. George, Ontario

Hirondelle
(Swallow)

Macaroni

Spells

Economy

for your customers. That's why it is having such a tremendous increase in sales. Are you profiting by this demand? Remember these brands are CANADIAN.

Hirondelle
(Swallow)

L'Etoile
(Star)

Manitoba hard wheat only is used in their manufacture. This fact, combined with scientific knowledge and most up-to-date equipment, produce their perfection. WHY import from France or Italy when the best can be secured here without duty charges? Though our capacity is taxed, we are filling orders at the regular price.

C. H. Catelli, Limited
Montreal

AGENTS

Tees & Persse, Limited, Winnipeg
C. C. Mann, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. to case, weight 10 lbs.	$0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs.	65
6 oz. Tins, 4 doz. to case, weight 25 lbs.	90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs.	9 50

COOK'S FRIEND BAKING POWDER.

In Cartons—	
No. 1 (25c size), 4 doz.	$ 2 25
No. 1 (25c size), 2 doz.	2 25
No. 2 (10c size), 6 doz.	0 80
No. 2 (10c size), 3 doz.	0 80
No. 3 (5c size), 4 doz.	0 45
In Tin Boxes—	
No. 13, 1-lb., 2 doz.	3 00
No. 14, 8-oz., 3 doz.	1 75
No. 15, 4-oz., 4 doz.	1 10
No. 16, 2½ lbs.	7 25
No. 17, 5 lbs.	14 00

ROYAL BAKING POWDER

Sizes	Per doz.
Royal—Dime	$ 0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—when packed in barrels one per cent. discount will be allowed.

FOREST CITY BAKING POWDER.

6-oz. tins	$ 0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$ 0 17
In 10-lb. lots or case	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

100 books and over, each	0 03½
500 books to 1,000 books.	0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN.	Per case.
Biscuit Flour (Self-rising), 2 doz. to case, weight 70 lbs.	$2 88
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Breakfast Food, 2 doz. to case, weight 85 lbs.	3 30
King's Food, 2 doz. to case, weight 95 lbs.	5 20
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 30
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 30

DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jars.

	Per doz.
Strawberry, 1914 pack	$2 20
Raspberry, red, heavy syrup	2 10
Black Currant	2 10
Red Currant	2 10
Peaches	2 10
Pear, Bart.	2 10
Aylmer Pure Jellies	
Red Currant	2 10
Black Currant	2 10
Crabapple	1 45
Raspberry and red currant	2 10
Raspberry and gooseberry	2 10
Plum jam	1 85
Green Gage plum stoneless	1 85
Gooseberry	1 85
Grape	1 85
Aylmer Marmalade	
Orange Jelly	1 60
Lemon	1 60
Pineapple	1 90
Ginger	2 25

Aylmer Pure Preserves—Bulk

	5 lbs.	7 lbs.
Strawberry	0 72	1 00
Black currant	0 65	0 85
Raspberry	0 65	0 85

Aylmer 14's and 30's per lb.

Strawberry	0 14
Raspberry	0 14

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35

Diamond, 8's, 6 and 12-lb. boxes	0 29
Dlamond, 6's and 7's, 6 and 12-lb. boxes	0 26
Dlamond, ¼'s, 6 and 12-lb. boxes	0 27
Icings for Cake—	
Chocolate, wbite, plnk, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz.	1 00
Cbocolate Confections	Per lb.
Maple buds, 5-lb. boxes	0 37
Mllk medallions, 5-lb. boxes	0 37
Cbocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonparell wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. ln box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 90
Nut mllk cbocolate, ½'s, 6-lb. boxes, lb.	0 38
Nut mllk cbocolate, ¼'s, 6-lb. boxes, lb.	0 38
Nut mllk chocolate, 5c bars, 24 bars, per box	0 90
Almond nut bars, 4 bars per box	0 90

EPP'S.

Agents—F. E. Robson & Co., Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Hallfax, N.S.; Buchanan & Gordon, Wlnnipeg.

In ¼, ½, and 1-lb. tins, 14-lb. boxes, per lb.	0 35
10c tins, 3 doz. in box, doz.	0 90

JOHN P. MOTT & CO.'S.

Mlss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal; P. Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnlpeg, Man.; Tees & Persse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cookIng) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen ln box	0 80
Breakfast cocoa, ¼'s and ½'s	0 36
No. 1 chocolate	0 30
Navy chocolate, ½'s	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, ½'s	0 24
Plaln choice chocolate liquors	20 30
Sweet chocolate coatings	0 20

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort Wllllam, Ont.

Preserved—	Per case.
Eagle Brand, each 4 doz.	$ 6 25
Reindeer Brand, eacb 4 doz.	6 25
Silver Cow Brand, each 4 doz.	5 60
Gold Seal Brand, each 4 doz.	5 60
Mayflower Brand, each 4 doz.	5 60
Purity Brand, each 4 doz.	5 60
Challenge Brand, each 4 doz.	4 85
Clover Brand, each 4 doz.	4 85
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each, 4 doz.	4 50
Peerless Brand, tall, each, 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, eacb, 2 doz.	4 25
Peerless Brand, Hotel, eacb, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Cbarles Brand, gallons, each ½ doz.	4 75
"Relndeer" Coffee and Milk, "large," each, 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
"Regal" Coffee and Mllk, eacb, 2 doz.	4 50
"Reindeer" Cocoa and Milk, eacb, 2 doz.	4 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. tins, 2 doz. to case, weight 35 lbs.	39
1 lb. tins, 4 doz. to case, weight 80 lbs.	38

ENGLISH BREAKFAST COFFEE.

½ lb. tins, 2 doz. to case, weight 22 lbs.	22
1 lb. tins, 2 doz. to case, weight 40 lbs.	20

MOJA.

½ lb. tins, 2 doz. to case, weight 22 lbs.	32
1 lb. tins, 2 doz. to case, weight 40 lbs.	30
2 lb. tins, 1 doz. to case, weight 40 lbs.	30

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, per lb.	27

Shipping weight, 50 lbs. per case.

MINTO BROS.

MELAGAMA COFFEE.

Ground or bean—	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 35	0 45
1 and ½	0 38	0 50

Packed in 30's and 50-lb. case.
Terms—Net 30 days prepaid.

FLAVORING EXTRACTS.

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

1 oz. bottles, per doz., weight 3 lbs.	$1 15
2 oz. bottles, per doz., weight, 4 lbs.	2 20
2½ oz. bottles, per doz., weight 6 lbs.	2 50
4 oz. bottles, per doz., weight 7 lbs.	4 00
8 oz. bottles, per doz., weigbt 14 lbs.	7 50
16 oz. bottles, per doz., weight 23 lbs.	14 40
32 oz. bottles, per doz., weight 40 lbs.	28 80
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

Mapeleine—	Per doz.
2-oz. bottles (retail at 50c)	4 50
4-oz. bottles (retail at 90c)	6 80
8-oz. bottles (retail at $1.50)	12 50
16-oz. bottle (retail at $3)	24 00
Gal. bottles (retail at $30).	15 00

Paterson's
Worcestershire
Sauce

It gives new delight to the plainest fare

For meats, fish, soups, gravies, etc., there is nothing that surpasses the piquant deliciousness of this popular-priced sauce. Paterson's Worcestershire Sauce is a quick, profitable seller.

Ask your wholesaler for prices.

ROWAT & CO.

GLASGOW, SCOTLAND

CANADIAN DISTRIBUTORS:

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

Help your customers reduce expenses

One pint of delicious Jelly for only 5c.

Bee Brand Jelly Powder is a big seller everywhere. Extensive consumer advertising is creating demand. A trial will convince. **Bee Brand** stands comparison with 10c lines. Ask your wholesaler. Responsible agents will hear of a good proposition.

FORBES & NADEAU, Montreal, Que.

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations

272 Pages Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON
A Companion book to **Retail Advertising Complete**

$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it shonld be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remoants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and f it isn't worth the price returo it aod get your mooey back.

Technical Book Dept., MacLean Publishing Co.
TORONTO

Carr & Co.'s Carlisle Biscuits

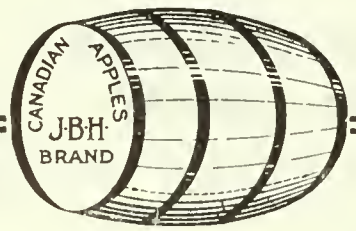
have their own distinct following. People who know good biscuits, use good biscuits, demand good biscuits, are the people who buy Carr's Biscuits.

The mere "say so" that you handle Carr's Biscuits puts you into the front rank of a quality salesman.

For prices, etc., write to-day.

CARR & CO. CARLISLE ENGLAND

AGENTS: Wm. H. Dunn, Limited, Montreal; Dunn-Hortop, Limited, Toronto; Hamblin & Brereton, Limited, Winnipeg, Man., and Vancouver, B. C.; T. A. MacNab & Co., St. John's, Newfoundland.



Carlots of Ontario Apples

All Standard Winter Varieties—Right Prices

Around Aylmer the apple crop is unexcelled—shipping facilities are the best, refrigerator cars always at hand. **Write to-day re prices, etc.**

EGGS! EGGS!

Let us quote on all grades of fresh and storage eggs.

The H. M. Hambidge Co.

Wholesale Apple and Egg Merchants

AYLMER, ONTARIO

Note: Arrangements made for enclosures of pears, produce, canned goods, etc., when desired.

GELATINE.

Knox Plain Gelatine (2-qt. size), per doz.	1 30
Knox Acidulated Gelatine (2-qt. size), per doz.	1 30
Cox's Instant Powdered Gelatine, per doz.	1 10

CLARK'S PORK AND BEANS IN TOMATO SAUCE.

	Per doz.
No. 1, 4 doz. in case	0 60
No. 2, 2 doz. in case	0 95
No. 3, flats, 2 doz. in case	1 15
No. 3, tails, 2 doz. in case	1 35
No. 6, 1 doz in case	4 00
No. 12, ½ doz. in case	6 50

EBY-BLAIN, LIMITED, TORONTO. ANCHOR BRAND.

Ammonia Powder—"Anchor"	Per case.
50 cases, 6 doz.	$2 50
10 cases, 3 doz.	2 50
5 case lots, freight prepaid, Ontario points	2 25

Baking Powder—"Anchor"	Per doz.
4 oz. tins, cases 4 doz.	0 67½
6 oz. tins, cases 4 doz.	0 90
8 oz. tins, cases 3 doz.	1 20
12 oz. tins, cases 3 doz.	1 65
16 oz. tins, cases 2 doz.	2 00
2½ lb. tins, cases 1 doz.	4 50
5-lb. tins, cases 1 doz.	8 40

Chocolate—Unsweetened—"Anchor"	
10c cakes, boxes 2 doz.	0 90
Cocoa—"Anchor"	Per doz.
10c tins, cases 4 doz.	0 90
	Per lb.
¼s, tins, cases 4 doz.	0 36
½s, tins, cases 2 doz.	0 35
1s, tins, cases 1 doz.	0 35

Coffee—"Anchor"	Per lb.
1 lb. tins, whole or ground, cs., 30 lb.	0 36
2 lb. tins, whole or ground, cs., 30 lb.	0 35

Cream of Tartar—"Anchor"	Per doz.
2 oz. pkgs., box 4 doz.	$ 0 90
3 oz. pkgs., box 3 doz.	1 35
¼ oz. pkgs., box 4 doz.	1 75
½ oz. pkgs., box 4 doz.	3 50
½ oz. tins, box 4 doz.	3 75
1 oz. tins, box 2 doz.	6 00

Flavoring Extracts—"Anchor"	
20c bottle	$ 1 15
½ oz. bottle	2 50
4 oz. bottle	4 00
8 oz. bottle	7 50
16 oz. bottle	14 40
32 oz. bottle	28 80
80 oz. bottle	60 00

Flour—Potato—"Anchor"	Per doz.
Cases 2 doz.	1 20
Icings, Prepared—"Anchor"	
10c pkgs., cases 3 doz.	1 00
Mustard, D.S.F.—"Anchor"	
50c tins, boxes 4 doz.	0 50
10c tins, boxes 4 doz.	0 95
	Per lb.
¼s, tins, boxes 12 lbs.	0 40
½s, tins, boxes 12 lbs.	0 39
1s, tins, boxes 12 lbs.	0 38

Rice, Special Grain—"Anchor."	Per doz.
Cases 2 and 4 dozen	0 90
"Anchor" Brand	Per case.
Shaker Table Salt, free running, cases 2 doz., case.	1 60

"GOLD MEDAL" COFFEE.

Whole or Ground—	Per lb.
½ lb. tins, cases 30 lbs.	0 37
1 lb. tins, cases 30 lbs.	0 36
2 lb. tins, cases 30 lbs.	0 35

"GOLD MEDAL" ROLLED WHITE OATS.

	Per case.
25c pkgs., cases 12 pkgs.	2 50

"KING" NAPHTHA BORAX WASHING COMPOUND.

5c pkgs., cases 50s	1 90
5c pkgs., cases 100s	3 75
10c pkgs., cases 3 doz.	3 50

"KOLONA" CEYLON TEA.

	Per lb.
40c black, green or mixed, ½ and 1 lb. pkgs.	0 30
50c black, green or mixed	0 35
60c black, green or mixed	0 42
80c black, green or mixed	0 55

	Per doz.
"Meat of Wheat" Breakfast Food, cases 2 doz.	1 45
"Wheat - Os" Breakfast Food, cases 2 doz.	1 45

	Per doz.
"Piccaninny" pancake and buckwheat	1 00

LAPORTE, MARTIN, LIMITED.

Montreal Agencies.

BASIN DE VICHY WATERS.

L'Admirable, 50 qts., case.	6 00
Efficace	6 50
Neptune	7 00
San Rival	8 00

VICHY LEMONADE.

La Savoureuse, 100 pts., cse.	10 00

CASTILE SOAP.

"Le Soleil," 72 p.c. Olive Oil.

Cs. 25 11 lb. bars, lb.	0 11
Cs. 200 3½ lb. pieces, cs.	5 50
Cs. 12 3 lb. bars, lb.	0 11½

ALIMENTARY PASTES.

BLANC & FILS.

Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 08½
Box, 25 lb., loose	0 08

Imported Peas "Soleil."	Per case
Sur Extra Fins, 40½ Flac, cs.	$11 00
Sur Extra Fins, 100 ½ kilo, cs.	17 00
Extra Fins, 50 1 kilo, cs.	15 50
Extra Fins, 100 ½ kilo, cs.	16 00
Tres Fins, 100 ½ kilo, cs.	14 50
Fins, 100 ½ kilo, cs.	12 50
Moyens, No. 2, 100 ½ kilo, cs.	10 00
Moyens, No. 3, 100 ½ kilo, cs.	9 00

MINERVA PURE OLIVE OIL.

Case—	
12 litres	8 00
12 quarts	7 00
24 pints	7 50
24 ½ pints	5 00
Tins—	
20s, ⅛ gal.	3 00

CANNED HADDIES

"THISTLE" BRAND.

A. P. TIPPET & CO., Agents.

Cases, 4 doz. each, flats, per case	$5 40
Cases, 4 doz. each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½ lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

LARGEST MAKERS IN THE WORLD

TIN FOIL, ALL DESCRIPTIONS
TEA LEAD, ALL GAUGES and SIZES
METAL BOTTLE CAPSULES
ANY SIZE, COLOR or STAMPING
COLLAPSIBLE TUBES, Plain or Colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use—stating qualities—
We will give you BEST QUALITY—BEST DELIVERY—BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road **LONDON N., ENGLAND**

Customers get quality and quantity at a smaller price in every package of

Cook's Friend

the Baking Powder that has given the better satisfaction to thousands for over 50 years. **Cook's Friend** brings with it a good profit and steady sale.

W. D. McLaren, Limited, Montreal

COOKS FRIEND
THE
COOK'S FRIEND
BAKING POWDER
FOR RAISING ALL KINDS OF
BREAD, PANCAKES, PIE-CRUST & OTHER PASTRY.
In making Bread with this powder no fermentation takes place, and thus neither acid nor alcohol is formed, thereby producing SWEETER, LIGHTER and WHITER BREAD than by any other PROCESS.
PREPARED ON CORRECT CHEMICAL PRINCIPLES.
Never dip a wet spoon in the POWDER. Keep it always in a dry place.

Quality and Quantity
Will Always Win

That's why our new piece

NIGHT STICKS

is selling so well.

A big cent's worth of delicious quality Flexible Licorice.

Order from your Wholesale Confectioner.

Manufactured by

National Licorice Company
Montreal

MacLean Publishing Co. in New Quarters

AT the end of August the offices of the MacLean Publishing Co. were moved into the new building, which has been in course of construction for the past year. The above illustration shows the present plant of the MacLean Publishing Co., the new building to the front and left, the old building to the rear and right of picture.

The old building was built a little over four years ago, being used for business offices and the mechanical departments as well. Capacious enough to house the organization comfortably at the time of its occupation, this building ordinarily would have served as the home of the MacLean Publishing Co. for many years. The aggressive policy of the company, however, led to unprecedented expansion, each of the fourteen papers composing the "MacLean group," showing a rapid growth. The staff necessarily grew until the building was found quite inadequate and accommodation had to be found outside for some departments. The erection of a new building on the northwest corner of the lot was then started.

Under present arrangements the new building is occupied by the editorial and business offices. The ground floor is occupied by the business, accounting, circulation and subscription departments, together with the offices of some of the executive officers, including the president, Col. MacLean. The floors above are occupied by the staffs of the various papers, including the business managers, editors, advertising men, advertising copy writers and artists. The old building will from now on be given over entirely to the mechanical and stock departments.

The new building is the result of very careful planning. It is airy, well-ventilated and, above all else, light. There are thirteen large windows on each floor, so that the space within is flooded with light and the facilities for ventilation are equally unexcelled.

For the convenience of visitors the location of the various papers may be given as follows:

First floor (above ground floor).—On right: Canadian Machinery, Power House, Canadian Foundryman, Marine Engineering, Dry Goods Review, Men's Wear Review. On left: Hardware and Metal, The Sanitary Engineer, Bookseller and Stationer, Printer and Publisher and Canadian Grocer.

Second floor.—MacLean's Magazine, The Farmer's Magazine, The Financial Post, Ad. Service and Art Department.

Friends of the MacLean papers are cordially invited to visit the new headquarters of the company.

CRANBERRIES

Finest Cape Cods
$7.00 Bbl.

This price is low. Should warrant liberal sales. Can be retailed 10c. qt.

Tokay Grapes
Colorado Peaches
Sweet Potatoes

WHITE & CO., Ltd., Toronto

Do You Want More Money?

OF course you do and are willing to make use of your spare hours in a way that will net you the biggest returns. Many others like yourself have had the same desire to turn their spare time into money and profitable experience. They are now making from $5 to $20 a week, according to the time given.

IF YOU ARE NOT AFRAID OF WORK you can make $5 a week, giving 3 hours a week to taking subscriptions to

MacLean's Magazine

We supply you with all you need to take subscriptions except the determination. We allow a definite, liberal commission on both new and renewal subscriptions.

THE coming months are the most pleasant in the year for the work. If you write at once we can appoint you as our local representative.

MACLEAN PUBLISHING CO., LTD.
143-153 UNIVERSITY AVENUE, TORONTO

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case	0 11¼
Cases, 5 lbs., 12 to case	0 11½
Cases, 10 lbs., 6 to case	0 11

F. O. B. Montreal.

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	$1 50
D. S. F., ½-lb.	2 68
D. S. F., 1-lb.	5 36
F. D., ¼-lb.	0 95
F. D., ½-lb.	1 63
	Per jar.
Durham, 4-lb. jar	0 87
Durham, 1-lb. jar	0 28

VERMICELLI AND MACARONI

C. H. CATELLI CO., LIMITED.

Hirondelle Brand.
Prices for Quebec.

	1 lb. pkgs.	loose
Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Animals, Stars, Alphabets, Small Paste Assorted, 30 lbs., cases	7	6½
Egg noodles, case 10 lbs., loose; cases 60 pkgs., ½ lb. each	7½	7

Marguerite Brand.

Same assortment as above	6½	6

Catelli Brand.

Vermicelli, Macaroni, Spaghetti, 30 lbs. (loose)	5½
30 lb. cases, 1 lb. pkgs	5½

Terms, Net 30 days.
Ontario.

L'ETOILE (STAR) BRAND.
Freight Prepaid.

1 lb. pkg., 25 cases or more	.07½
1 lb. pkg., less than 25 case lots	.07½
5 lb. box, loose, per lb	.05½
10 lb. box, loose, per lb	.05½
21 lb., loose, long, per box	1.50

Terms, net 30 days.

WHITE SWAN LYE

Single Cases, 4 doz.	$3 40
3 case lots, 4 doz.	3 30
5 case lots, 4 doz.	3 20

Shipping weight 50 lbs. per case.

JELLY POWDERS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in bandsome counter carton, per doz. $ 0.90
List Price.

JELL-O.

Assorted case, contains 2 doz	1 80

Straight.

Lemon, contains 2 doz	1 80
Orange, contains 2 doz	1 80
Strawberry, contains 2 doz.	1 80
Chocolate, contains 2 doz	1 50
Cherry, contains 2 doz	1 80
Peach, contains 2 doz	1 80

Weight, 8 lbs. to case, Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz	2 50

Straight.

Chocolate contains 2 doz	2 50
Vanilla contains 2 doz	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz	2 50
Unflavored contains 2 doz.	2 50

Weight 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.

3 dozen to box	3 60
6 dozen to box	7 20

30 days.

RICHARDS' PURE SOAP.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.

Richards' Quick Naptha Soap.

GENUINE. Packed 100 bars to case.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$5 90
Five cases or more	4 95

STARCH.

THE CANADA STARCH CO., LTD., EDWARDSBURG

BRANDS and

BRANTFORD BRANDS

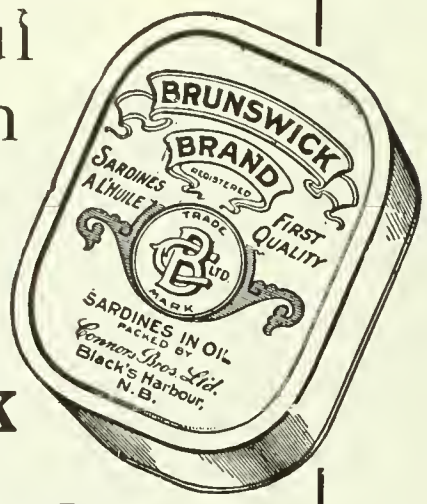
Boxes.	Cents.
Laundry Starches—	
40 lbs., Canada Laundry	.06¼
40 lbs., Boxes Canada white gloss, 1 lb. pkg.	.06¾
48 lbs. No. 1 white or blue, 4 lb. cartons	.07¼
48 lbs., No. 1 white or blue, 3 lb. cartons	.07¼
100 lbs., kegs No. 1 white	.06¾
200 lbs., bbls., No. 1 white	.06¾
40 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.	.07¾
48 lbs. silver gloss, in 6-lb. tin canisters	.08¼
36 lbs., silver gloss 6-lb. draw lid boxes	.08¾
100 lbs., kegs, silver gloss, large crystals	.07¼
28 lbs., Benson's Satin, 1-lb. cartons, chrome label	.07½
40 lbs., Benson's Enamel (cold water) per case	3 00
20 lbs. Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60
Culinary Starch.	
40 lbs. W. T. Benson & Co.'s prepared corn	.07¾
40 lbs. Canada pure corn starch	.06½
(120-lb. boxes ¼c bigber.)	
Casco Potato Flour, 20-lb. boxes, per lb.	.10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.	.60
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	.06½
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	.07
Barrels, 200 lbs.	.06½
Kegs, 100 lbs.	.06½
Lily White Gloss—	
1-lb. fancy cartons cases 30 lbs.	.07½
8 in case	.07¾
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	.08
Kegs extra large crystals, 100 lbs.	.07
Canadian Electric Starch—	
Boxes, containing 40 fancy pkgs., per case	3 00
Celluloid Starch—	
Boxes containing 45 cartons, per case	3 60
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.06
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.07½
"Crystal Malze" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	.07½
(20-lb. boxes ¼c higher than 40's.	

It's knowledge that directs the successful Grocer in stocking up with



Brunswick
Brand
Sea Foods

—a knowledge born of experience that it only pays to handle canned fish that have "made good."

You will always be on the safe side if you sell "Brunswick Brand" because it is the Quality Brand.

Only the most carefully selected fish, caught in famous Passamaquoddy Bay, are used in the packing of Brunswick Brand. Our plant at the water's edge is operated under the most ideal conditions.

Why not get in line to-day and get your share of the good profits that are being made on these trade-winning lines?

CONNORS BROS.
Limited
Black's Harbor, N.B.

OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack., 4 doz. per case, $4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, $3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, $3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case, $4; Ocean Borax, 8 oz. pack., 4 doz. per case, $1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, $3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, $3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, $6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, $6.50; Ocean Baking Powder, 4 oz. pack., 4 doz. per case, $3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, $1.60; Ocean Baking Powder, 5 lbs. tin, 10 tins per case, 50; Chinese Washing Powder, 8 oz., 120 pack., per case, $4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, $6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, $4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, $4; Ocean Liquid Blue, pint bottles, 2 doz. per case, $1.80; Petrolatum, 2 oz. jars, 12 doz. per case, $5.40; Petrolatum, 5 oz. jars, 6 doz. per case, $5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz., per case, $7.20.

SOUPS—CONCENTRATED

CHATEAU BRAND.

Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli, Consomme, Tomato.

No. 1's, 95c per dozen.
Individuals, 45c per dozen.
Packed 4 dozen in a case.

COW BRAND BAKING SODA.
In boxes only.

Packed as follows:

5c packages (96)	$3 20
1 lb. packages (60)	3 20
½ lb. packages (120)	3 40
1 lb. 30 / ½ lb. 60 } Packages, Mixed.	3 30

SYRUP.

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case	$2 65
5-lb. tins, 1 doz. in case	3 00
10-lb. tins, ½ doz. in case	2 90
20-lb. tins, ¼ doz. in case	2 85
Barrels, 700 lbs.	3¾
Half barrels, 350 lbs.	4
Quarter barrels, 175 lbs.	4¼
Pails, 38½ lbs.	1 95
Pails, 25 lbs. each	1 40

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case	3 00
5-lb. tins, 1 doz. in case	3 35
10-lb. tins, ½-doz. in case	3 25
20-lb. tins, ¼-doz. in case	3 20

(5, 10 and 20-lb. tins have wire handles.)

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case.. 4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s, Tins, 2 doz. to case.

Quebec, per case	$1 35
Ontario, per case	1 50
Manitoba, per case	2 30
Saskatchewan, per case	2 60
Alberta, per case	2 70
British Columbia, per case.	2 40

DOMOLCO BRAND.

2s, Tins, 2 doz. to case.

Quebec and Ontario, per case	2 95
Manitoba, per case	3 40
Saskatchewan, per case	3 65
Alberta, per case	3 75
British Columbia, per case.	3 55

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles 3 and 6 doz. cases, doz.	0 90
Pint bottles, 3 doz. cases, doz.	1 75

H. P.

H. P. Sauce—	Per doz.
Cases of 3 dozen	1 90
H. P. Pickles—	
Cases of 2 doz. pints	3 25
Cases of 3 doz. ¼-pints	2 20

STOVE POLISH.

JAMES DOME BLACK LEAD.

2a size, gross	2 50
6a size, gross	2 40

NUGGET POLISHES.

	Doz.
Polish, Black and Tan	0 85
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleanser	1 15

TEAS.

THE SALADA TEA CO.
East of Winnipeg.

	Wholesale.	R't'l.
Brown Label, 1s and ½s	.29	.35
Blue Label, 1s, ½s, ¼s, and ⅛s	.35	.45
Red Label, 1s and ½s	.41	.55
Gold Label, ½s	.49	.65
Red-Gold Label, ½s	.55	.80

Green Teas out of stock for about four weeks.

ORANGE MARMALADE.

"BANNER BRAND" PURE FRUIT PRODUCTS.

JAMS AND JELLIES.

2's	$2 25
4's	0 35
5's	0 42
7's	0 60
30's, wood	0 08
12-oz. glass jar	1 20
Tumbler, glass	1 15

MARMALADE.

2's, per doz.	$2 30
4's, per pail	0 40
5's, per pail	0 45
7's, per pail	0 65
30's, wood, lb.	0 08¾
12-oz. glass jar, doz.	1 20
Tumbler, glass, doz.	1 15

Prices subject to change without notice.

MELAGAMA AND MINTO TEA.

MINTO BROS., Limited.

Toronto.

We pack in 60 and 100-lb. cases. All delivered prices.

	Wholesale	Retail
Red Label, 1-lb. or ½	.29	.35
Green Label, 1s, ½ or ¼	.32	.40
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No. 20

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Every package of White Swan Spices bears this Government Form of Warranty—and only White Swan.

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SPICES AND CEREALS, LIMITED
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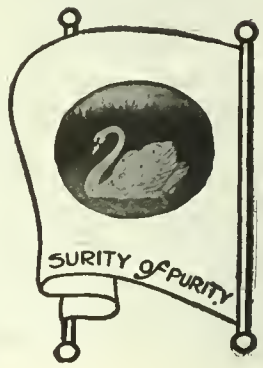

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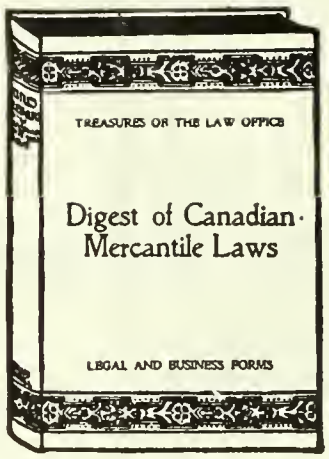

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If you endorse a cheque which bank cashes, are you liable to the bank for the amount, if the cheque were forged or raised?—173.

(The figures after each question refer to the section in the "Digest" which gives the answer.)

Can Interest written "one per cent. per month" in a note be collected by "legal process?"—See sections 345, 185.

In going security on a note, what is the difference between writing your name on the face of the paper or on the back?—171.

Why is it that a verbal agreement to buy real estate with, say $100 paid down "to bind the bargain," does not bind either seller or buyer?—451.

If a proposition is made to you by letter and you accept it by letter, do you know the exact time when the contract is closed?—39.

How many years does it take a promissory note, a book account, a judgment or a legacy to outlaw in your province?—356, 359, 360, 367.

How long may the drawee legally hold a draft for acceptance?—209.

If a man, in the presence of a witness, makes a verbal agreement to buy a wagon, say for $53, but does not take possession of it, will the sale be binding?—500.

What effect has it on a will if only one person signs it as a witness?—815.

If the wife or husband of a legatee signs the will as a witness, what is the effect?—816.

"A," in paying off a Mortgage, gave mortgagee a marked cheque on which was written: "This cheque is given and received as a full settlement and discharge of Mortgage No.———." Is that a legal discharge?—410.

If a person goes with his hired man to a merchant and says: "Give this man the goods he may need up to," say "$15, and if he does not pay you," say, "within thirty days, I will," will the promise bind him?—110.

If stolen goods are sold to an innocent purchaser for value, can they be taken from him?—513.

How may a person legally add "& Co." to his name, or use any special name other than his own as a firm name, without having a partner?—694.

"B" claims that the Canadian Bills of Ex. Act allows him two days, in addition to the day of presentment, to accept a sight draft, and then three days of grace in which to pay it—six days in all. Is he right?—209, 217.

If you rent a property for a year, the rent payable monthly, and remain on after the year expires, are you a yearly or a monthly tenant?—580, 608.

Can you garnishee a debtor's money deposited in a bank if you know it is there?—885, 295.

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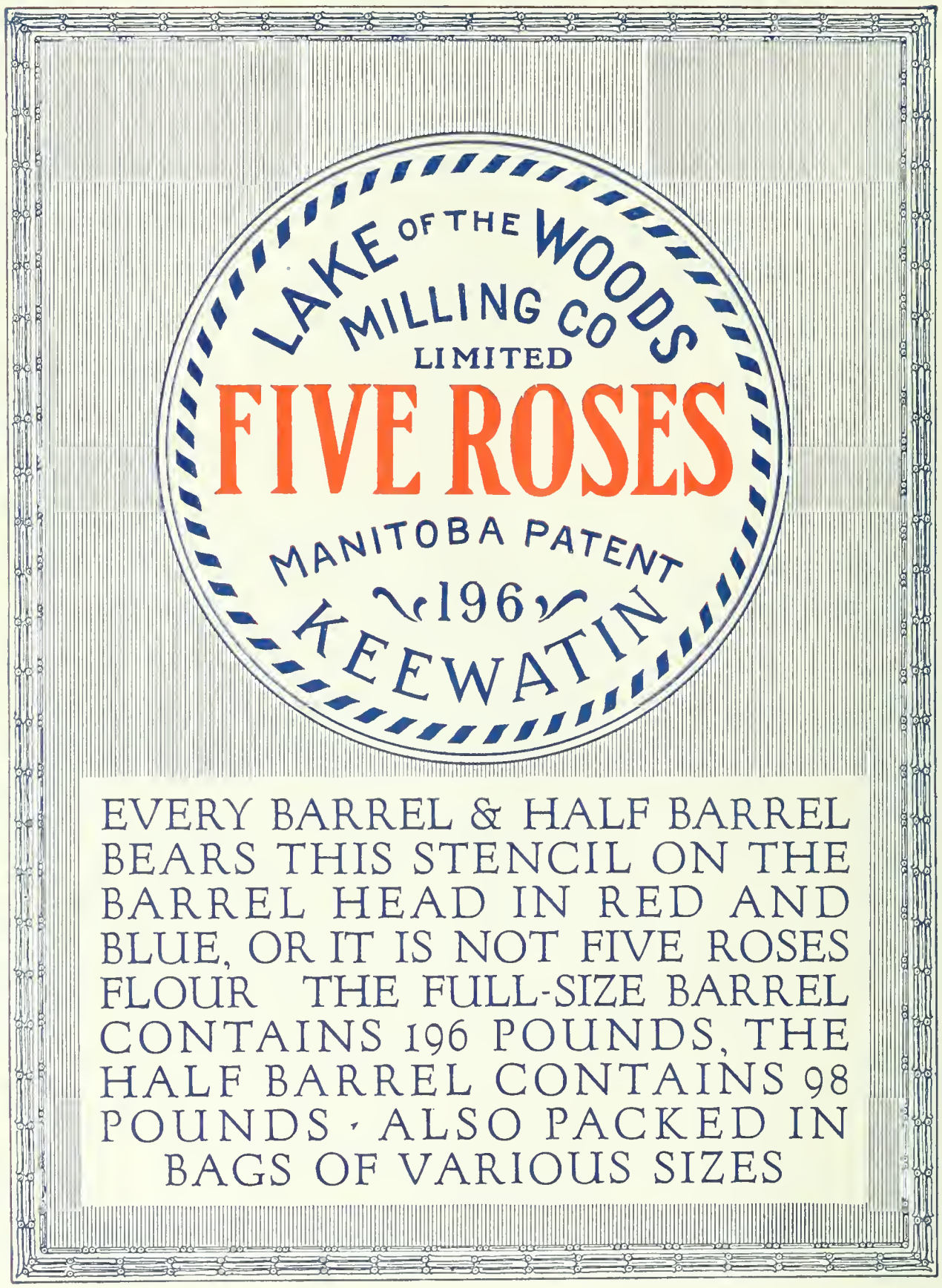
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